Crafting Mobile First – a Developer Point of View

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Agenda

Mobile First

Why

About Vikram

Adaptive vs Mobile First

Key Decisions

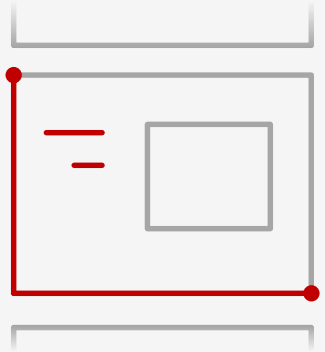
WordPress & Custom Themes

Q & A

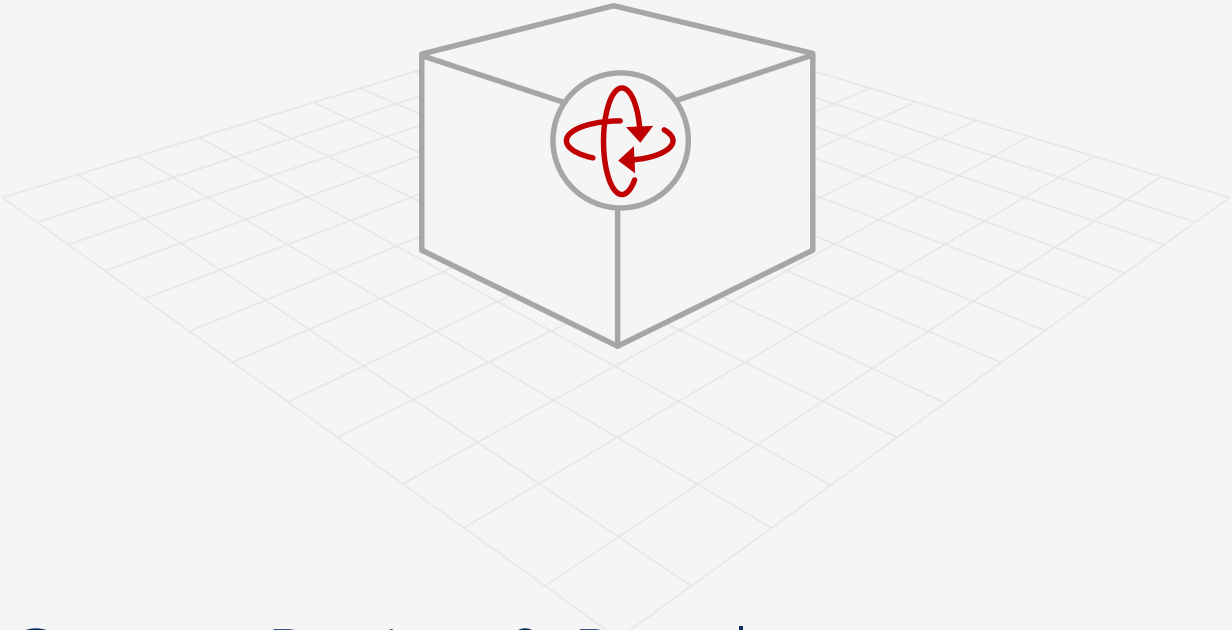
Over to Lunch

Who should be interested

Web Designers esp. who visualize WordPress themes



Developers, who build custom WordPress themes



Everyone who is involved in Custom Design & Developments

Auguste Gusteau

"Anyone can cook."

Vikram Kulkarni

"Anyone can code in WordPress."

Responsive Web Design is a method

Mobile First is approach!

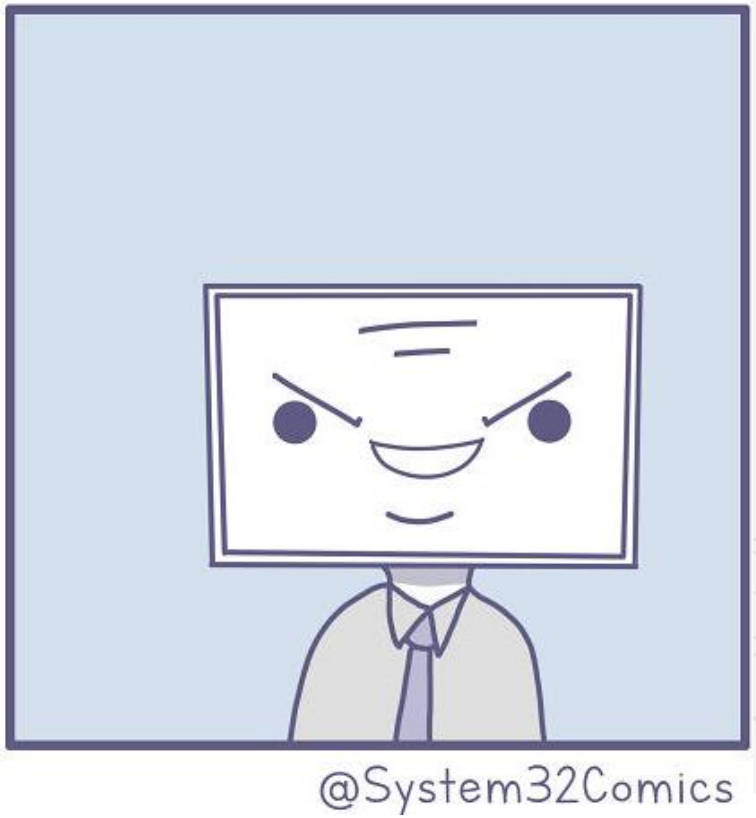
Mobile First

Luke Wroblewski

- Mobile is Exploding - have an experience available to this extremely fast growing user base
- Mobile forces you to focus - an experience focused on the key tasks users want to accomplish
- Mobile extends your capabilities - to create rich context-aware applications

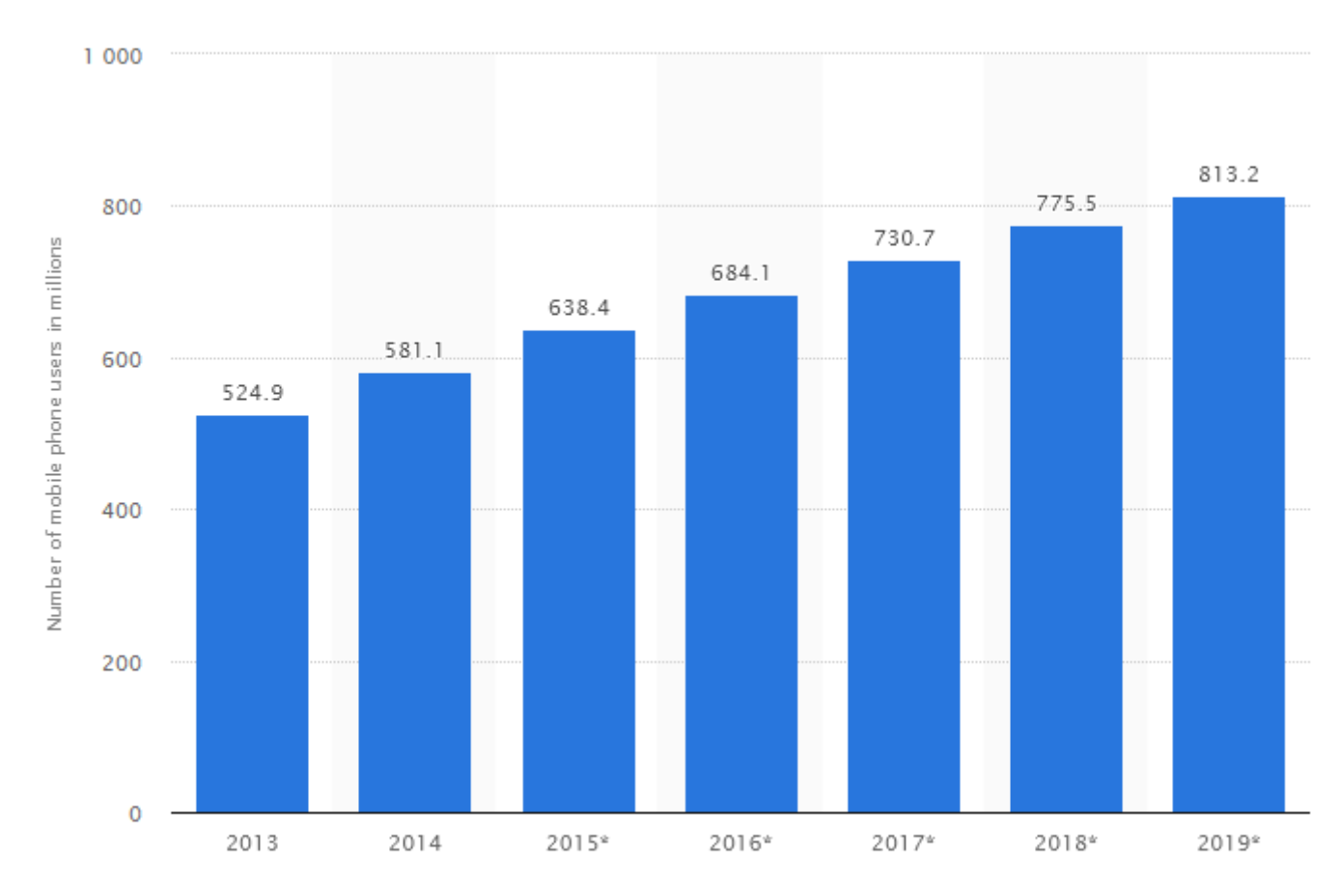
First Things First

WHY Mobile First



Growth of Mobile (In India)

Indian Mobile Subscribers



Smartphones In India

700 Million by 2023

10 Million+ Units shipped per quarter

Ease & affordability of mobile

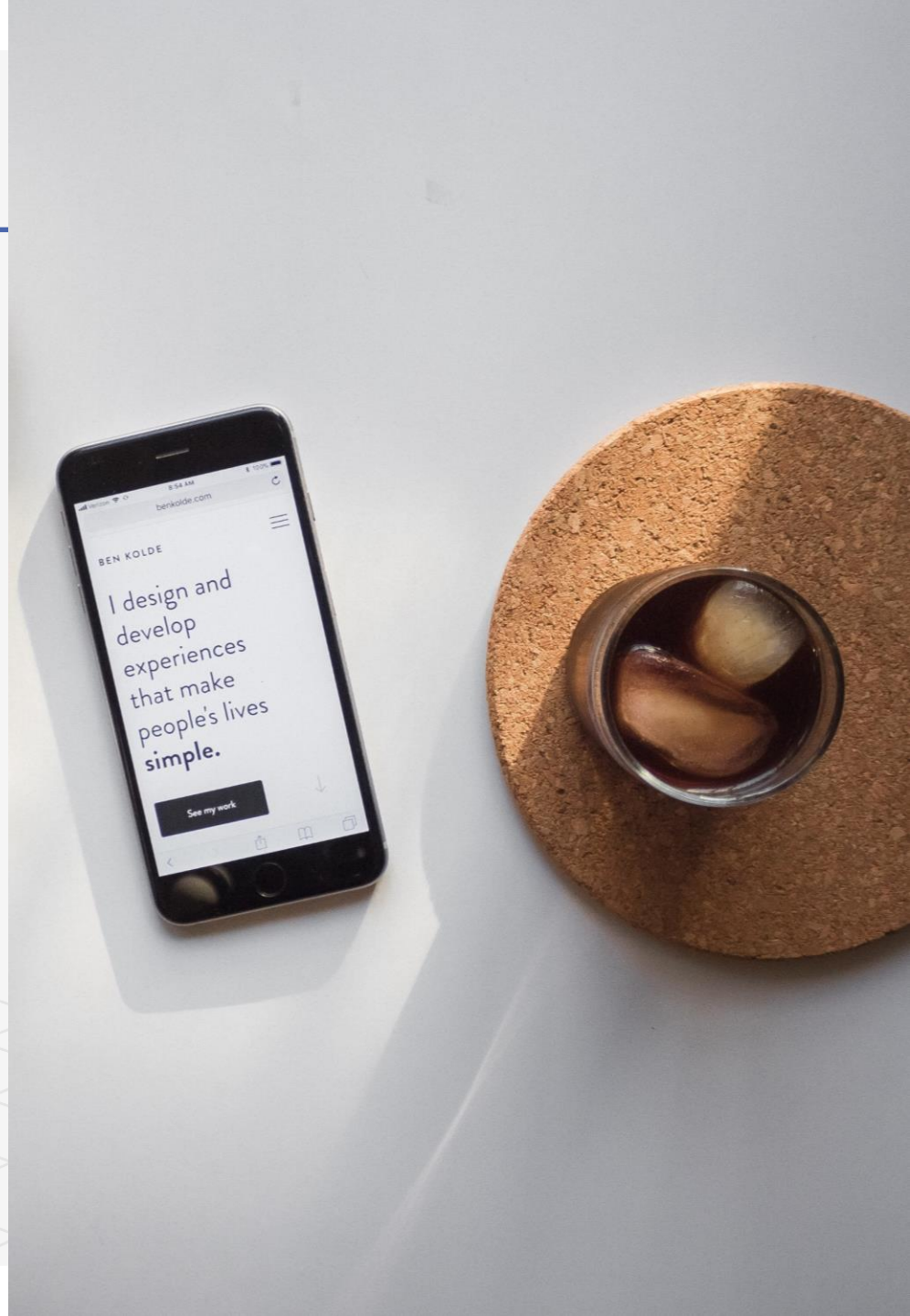
internet

Mobile Content Consumption on rise

Challenge

Make sites for mobile

1. Faster
2. Attractive
3. Accessible
4. Rich Interactions



How we make our websites

Responsive Web Design

Adaptive
Mobile First
Buying themes

Adaptive

Design for Desktop first
Adapt for tablet & mobile screens.
Graceful Degradation

Mobile
Tablet
Desktop

Adaptive

The Good, The Bad

& The Ugly

Mobile First

- Design for Mobile screen first
- Prioritize Content
- Arrange/add optional elements for bigger view ports.
- Design Evolves

Mobile
Tablet
Desktop

Mobile First

The Good, The Bad

& The Ugly

How to Decide

Adaptive or Mobile First for your next project?

I discussed it with experts

I did a project with a Design company **Left Right Mind**
Lead Designer **Tarun Mishra** listed the factors,

- ✓ Nature of Project
- ✓ Client
- ✓ Content
- ✓ Timeline

I discussed it with experts

Another Project was for an Instagram brand, which was Mobile First

- ✓ Target Audience was on Mobile.
- ✓ Content is mobile focused.
- ✓ Desktop has secondary role.

How to Decide

Motive

Interaction

Preferences

Are guides to make your choice.

Process

- Content & Scope
- Design First
- Framework support
- WDLC – WordPress Development Lifecycle

WordPress

Starter Themes based on Mobile First Frameworks

Planning the interactions

Can we have viewport restricted queries?

AMP

Future?

Content
Context
Conversion

Questions?

Thank you