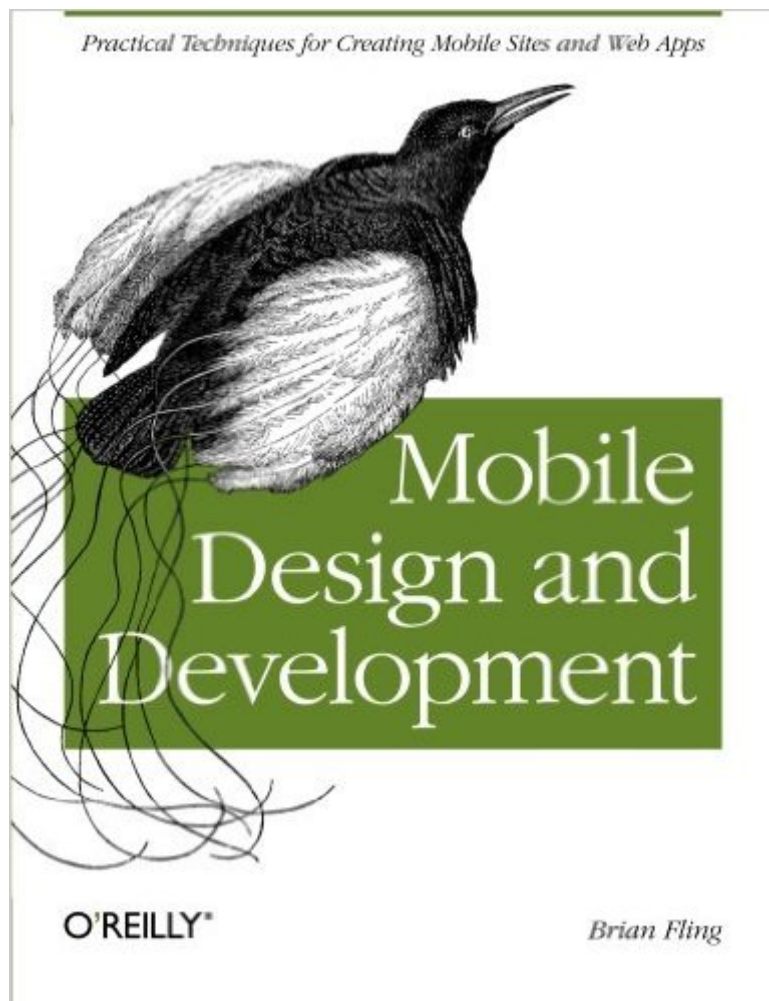# Mobile Design And Development: Practical Concepts And Techniques For Creating Mobile Sites And Web Apps (Animal Guide)

Synopsis

Mobile Design and Development by Brian Fling is a start to finish guide for designing and building mobile apps regardless of experience, device or platform. Brian took on the daunting challenge to write the mobile guide missing from bookshelves. As Brian describes it "this is a book that teaches people how to cook, not a collection of recipes." Since its release the book has been incredibly well received. It has being described as a "must have" by many experts in the mobile community. The 16 chapters, and 85,000 words within the book have helped thousands understand and dive into mobile. The first half is a crash course in the mobile ecosystem: how to develop a strategy, address the mobile context--even how to decide which of the multiple mobile application types is best for you, and finally, how to create a user experience for it. The second half is focused on using these principles to make a mobile website or web app. Mobile Design and Development is a comprehensive resource covering all aspects of the mobile ecosystem. The book covers a great number of topics, however each are described in practical and common sense wayâ ”making easy for anyone at any technical level to understand the inner working of the mobile medium. A Brief History of Mobile The Mobile Ecosystem Why Mobile? Designing for Context Developing a Mobile Strategy Types of Mobile Applications Mobile Application Medium Types Mobile Application Media Matrix Mobile Information Architecture Mobile Design The Elements of Mobile Design Mobile Design Tools Mobile Web Apps Versus Native Applications When to Make a Native Application When to Make a Mobile Web Application Mobile 2.0 Mobile Web Development Mobile Markup Mobile CSS: Cascading Style Sheets Mobile JavaScript iPhone Web Apps iPhone Markup iPhone CSS iPhone Javascript Creating a Mobile Web App Web Apps as Native Apps Tools and Libraries Adapting to Devices Device Targeting Full Adaptation What Domain Do I Use? Making Money in Mobile Working with an App Store Mobile Advertising Supporting Devices Device Testing Desktop Testing Usability Testing The Future of Mobile If you're a web designer, web developer, information architect, product manager, usability professional, content publisher, or an entrepreneur new to the mobile, Mobile Design and Development provides you with the knowledge you need to work with this rapidly developing technology.

Book Information

Series: Animal Guide

Paperback: 336 pages

Publisher: O'Reilly Media; 1 edition (September 3, 2009)

Language: English

ISBN-10: 0596155441

ISBN-13: 978-0596155445

Product Dimensions: 7 x 0.7 x 9.2 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 3.6 out of 5 stars See all reviews (18 customer reviews)

Best Sellers Rank: #402,873 in Books (See Top 100 in Books) #39 in Books > Computers & Technology > Networking & Cloud Computing > Wireless Networks #42 in Books > Computers & Technology > Hardware & DIY > Microprocessors & System Design > Computer Design #57 in Books > Computers & Technology > Programming > Apple Programming

Customer Reviews

Original review written by Pasquale Granato, JUG Lugano, [...]First of all, let's clear the field from a possible misunderstanding: this book is not about general mobile design and development but it is about web mobile development. The author states a precise, despite arguable, opinion that brutally said is: do not code native applications but prefer as much as you can web applications. This statement is largely discussed across the book and everyone can make up his own opinion about this. Mine is that currently times are not mature to consider to write just web applications both because mobile browser are not powerful enough (on average) to assure a smooth experience on all devices and because of the lack of a good way to make money from your web app.The first three chapters of the book are a really good introduction to the history of mobile, to the mobile current status and to the reasons that should drive an approach to the mobile development. These chapters are a well written recap of the status of the art and present a lot of data useful to understand the global situation. Unfortunately the book is printed in black and white and several pie-charts and graphs are pretty much impossible to read.The central part of the book, chapters from four to ten, is devoted to design issues and, despite the lack of an in-depth examination of some subjects, offers a pretty good survey of the topic.The final part of the book is slightly more technical covering topics such as XHTML-MP, CSS, HTML5, device adaptation, etc. The problem here is that there is nothing really practical and all remains at an introductory level. To give you an example, a capital topic in device adaptation like Media Queries is covered in half a page with just a trivial example.

Anyone looking to moving into the mobile space as a developer or manager should take the time to read this book. Fling brings a considerable amount of experience to the table and gives an incredible survey of the situation as it exists now. Failing to take into account all the valuable

information here would be foolish.The tone and style are refreshing. Fling doesn't try to be cute or work up a side-line as a comedian. This is just straight out guidance, dealing with real world considerations that keeps things from being too dry.There isn't much in the way of detailed implementation as this is an overview of the whole landscape. This is what should be read before a project is begun, not somewhere in the middle when code is already being written. Fling makes a great case for mobile web apps and gives some very practical guidance in their creation. It's really the only platform wide enough to fit in the book. Anything else would require an extremely narrow focus that wouldn't fit the rest of the book.I enjoyed reading this and learned a lot in the process. One can't really ask for more.Fling is a huge fan of the iPhone and spends a whole chapter describing web development for the iPhone. Since webkit exists in other smart phones, the information is applicable to other platforms for the most part but I would have preferred something less tied to one phone from one vendor. My bias is toward android, but there are plenty of iPhone and Android development books. I can use those once I've moved on to specifics. But this is really a very small issue in relation to the excellent information and presentation in this book.There is one other issue I almost forgot. There are pie charts in the book, which is black and white.

This is a rich, deep look at mobile design. A multitude of devices and platforms defy standard answers to every mobile design and development situation, but Fling leads you though some steps meant to help you navigate those issues.The book first explains the mobile landscape and defines some of the needed terminology. A look at the scope of the mobile market gets a chapter. Fling devotes Chapter 4 to "Designing for Context." Context is an important concept he returns to in every chapter. He defines and redefines context throughout the book. In Chapter 4 he explains context as the way users will derive value from something they are currently doing. From this viewpoint, user context understands user circumstance. Context also means the environment in which a task is performed. These types of context include physical location, device, platform, access, media and the user's time and attention.Chapter 5 talks about developing a mobile strategy. He looks at reasons why some attempts fail while others succeed. The style of thinking that works in other forms of design and development don't work for mobile. He takes a look at thinking patterns and development decisions and makes many points about how to unleash the creativity needed to develop for the new world of mobile.The many types of mobile applications are explained in Chapter 6. In Chapter 7, he explains information architecture as it applies to mobile devices. In Chapter 8 he discusses the elements of design that apply to mobile. Mobile Web apps vs. native applications are examined in Chapter 9. There's also a chapter devoted to the notion of mobile 2.0.

Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps (Animal Guide) Mobile Apps Made Simple: The Ultimate Guide to Quickly Creating, Designing and Utilizing Mobile Apps for Your Business - 2nd Edition (mobile application, ... programming, android apps, ios apps) Web Style Guide: Basic Design Principles for Creating Web Sites Apps: Make Your First Mobile App Today- App Design, App Programming and Development for Beginners (ios, android, smartphone, tablet, apple, samsung, App ... Programming, Mobile App, Tablet App Book 1) Algorithms: C++: Data Structures, Automation & Problem Solving, w/ Programming & Design (app design, app development, web development, web design, jquery, ... software engineering, r programming) Mobile Apps: Python and HTML: Programming Guide: Learn In A Day (Python, Swift, HTML, Apps) App Development: Swift Programming : Java Programming: Learn In A Day! (Mobile Apps, App Development, Swift, Java) Apps: Mobile App Trends in 2015 (iOS, Xcode Programming, App Development, iOS App Development, App Programming, Swift, Without Coding) ((Android, Android ... App Programming, Rails, Ruby Programming)) Web Development with Go: Building Scalable Web Apps and RESTful Services Web Development with Clojure: Build Bulletproof Web Apps with Less Code Gamification by Design: Implementing Game Mechanics in Web and Mobile Apps Ajax Hacks: Tips & Tools for Creating Responsive Web Sites Building Android Apps with HTML, CSS, and JavaScript: Making Native Apps with Standards-Based Web Tools Building Scalable Web Sites: Building, Scaling, and Optimizing the Next Generation of Web Applications Mobile App Marketing And Monetization: How To Promote Mobile Apps Like A Pro: Learn to promote and monetize your Android or iPhone app. Get hundreds of thousands of downloads & grow your app business SWIFT: PROGRAMMING ESSENTIALS (Bonus Content Included): Learn iOS development! Code and design apps with Apple's New programming language TODAY (iOS development, swift programming) Creating HTML 5 Websites and Cloud Business Apps Using LightSwitch In Visual Studio 2013-2015: Create standalone web applications and Office 365 / SharePoint 2013 applications Implementing Responsive Design: Building sites for an anywhere, everywhere web (Voices That Matter) iOS 9 SDK Development: Creating iPhone and iPad Apps with Swift WordPress: WordPress Guide to Create a Website or Blog From Scratch, Development, Design, and Step-by-Step (Wordpress,Wordpress Guide, Website, Steb-by-Steb, Web Design Book 1)