Mobile Web

Today and Tomorrow

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A Little About You

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Your

(You can vote more than once)

Apps
Web

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Your

Programming
Design
Usability
Project Management
Other

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Most Interesting?

Difference between web & apps
State of Mobile Web today
Do you need a mobile friendly website?
Why aren't NYT & APPL mobile-friendly?
Mobile web best practices
Other questions

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A Little About Me

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Gravity Switch

- 17 years in the biz
- Accidentally Agile
- Web & Mobile
- Large and small organizations

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I Like

- Chaos & Change
- Simple Solutions (to Complex Problems)
- Questions & Interruptions *

* Semantics aren't my strong point.

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Tuesday, November 12, 2013

Web vs. Apps

Differences

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Types

- Web page/Web app
- HTML5 App
- Native Apps
- Native Apps using HTML5

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Web Page/Web

- No App to download
- Infrequent visitors
- Save money

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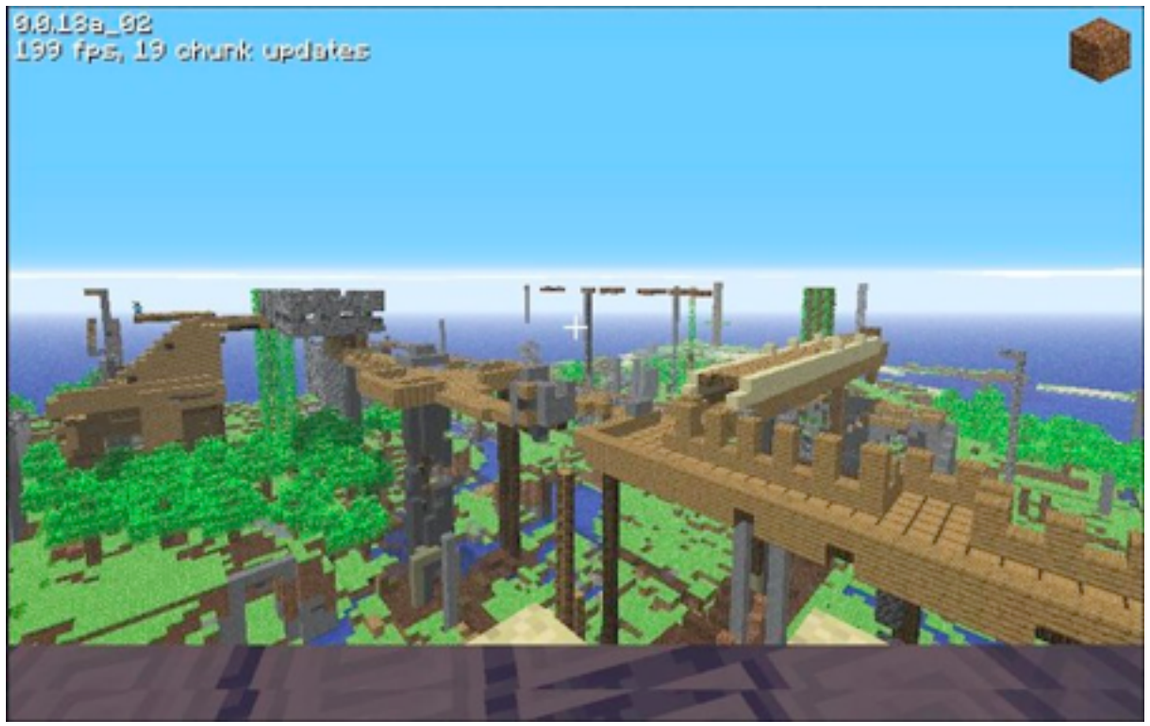
Native App

- Custom User Experience
- But Expensive



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HTML5 App

- Nice Theory

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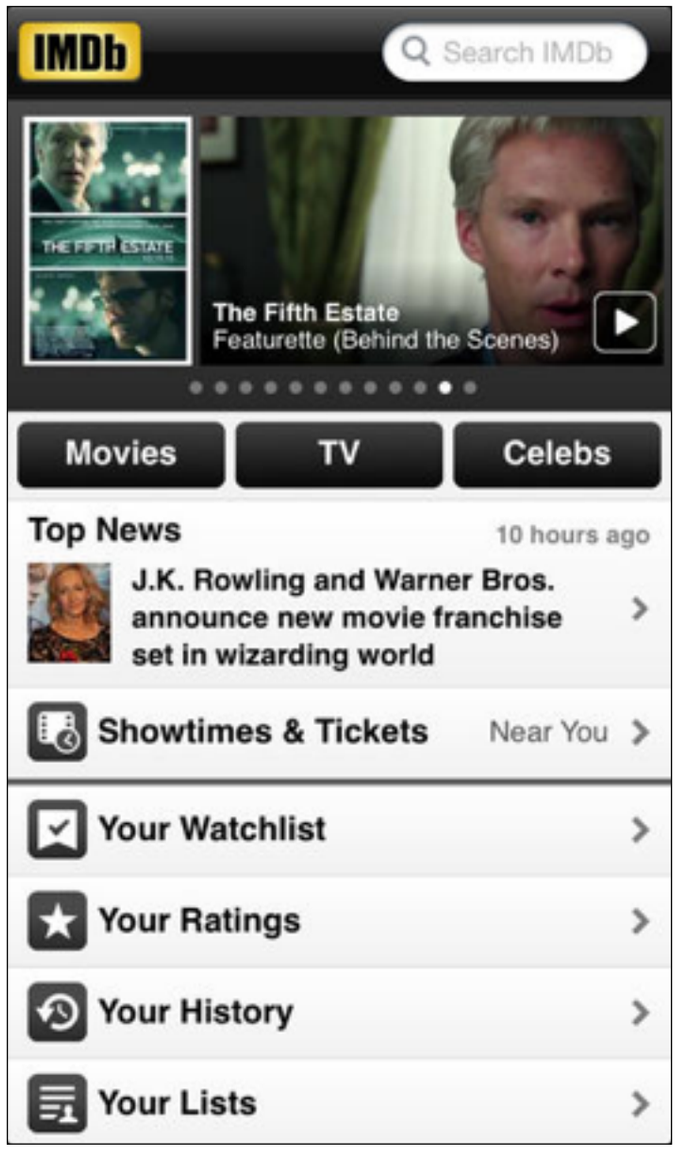
Native + HTML

- Cheeper than native
- Scrolling on Android
- Clunky



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Recap

- Web page/Web app = Cheap
- HTML5 App = Lame
- Native Apps = Slick
- Native Apps using HTML5 = Compromise

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Got it?

Mobile Web

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Responsive

- The 80% Solution
- Disputed by Some Experts

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Why Isn't Apple Mobile Friendly ?

What about NYTimes?

Money

It’s expensive but...

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Users

Apps give NYT more control

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Mobile First

It's very trendy

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It's Sort of Bullshit

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Users Second

(only one thing can be first)

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BUT ... It's Popular

And it's changing the way we think of web

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And...

It is great for learning.

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Questions?

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The End

jmark@gravityswitch.com

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