Adapting Content for Mobile Devices

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The best practice for responsive design is to design the mobile version first and progressively enhance the content for tablet and desktop screens. In reality, we usually have thousands of pages of documentation that has already been designed for desktop or even print display. So, we can’t follow a “mobile first” approach. In this workshop, I will present best practices and real-world examples for redesigning tables, images, lists, and other types on content for mobile display. I will also share best practices for rewriting content for mobile devices.

Overview

- Why go mobile?
- Responsive web design (RWD)
- Responsive web content (RWC)
- Recommended books

Why Go Mobile?

- User base
- Mobile share of digital minutes
- Time spent using mobile phones for entertainment
- User goals

Why: user base

[Graph showing number of global users (millions) over time, comparing desktop and mobile]

Why: mobile share of digital minutes

![Mobile share of digital minutes chart]


Why: time spent using mobile phones for entertainment

125,000,000 hours
- Approximate time Americans spend watching Netflix on their phones per month


Why: user goals

![User goals diagram]

Source: [www.slideshare.net/smobile/the-new-multiscreen-world-by-google-14128722](http://www.slideshare.net/smobile/the-new-multiscreen-world-by-google-14128722)
### Responsive web design (RWD)

Everything needs to respond to the screen size
- Proportion: margins and text size
- Tables
- Images
- Navigation

### Best practice for going mobile

Use media queries for phones, tablets, desktops, and print

### RWD – margins and text size

- rems
- line-height
- [www.simplefocus.com/flowtype](http://www.simplefocus.com/flowtype)

### RWD – tables

- Filter rows: [codepen.io/pixelchar/full/rfuqK](http://codepen.io/pixelchar/full/rfuqK)
- Show/hide: [jsbin.com/apane6/14](http://jsbin.com/apane6/14)
- Separate tables: [css-tricks.com/examples/ResponsiveTables/responsive.php](http://css-tricks.com/examples/ResponsiveTables/responsive.php)
  - [gergeo.se/RWD-Table-Patterns/#demo](http://gergeo.se/RWD-Table-Patterns/#demo)
- Table to paragraphs: [codepen.io/aarongustafson/full/ucJGv](http://codepen.io/aarongustafson/full/ucJGv)
- Horizontal to vertical: [codepen.io/JasonAGross/full/rjmyx](http://codepen.io/JasonAGross/full/rjmyx)

### RWD – images

- Fluid Images: [demosthenes.info/blog/586/CSS-Fluid-Image-Techniques-for-Responsive-Site-Design](http://demosthenes.info/blog/586/CSS-Fluid-Image-Techniques-for-Responsive-Site-Design)
Future
<picture>
<srcset>
RWD – navigation

Breadcrumbs
codepen.io/bradfrost/full/dKulf
codepen.io/bradfrost/full/DCgax

Footnotes
codepen.io/johndjameson/full/owstE

Grouped
rutgerkooijman.nl/navigation/html

Overlay
tympanus.net/Development/FullscreenOverlayStyles

Sticky
ethercycle.com/stickymenu

Responsive web content (RWC)

- Mobile first vs going mobile
- Writing style

Going mobile

- Media queries
- Style classes

Media queries

phone
@media (max-width: 767px) { ... }

tablet
@media (min-width: 768px) and (max-width: 1279px) { ... }

desktop
@media (min-width: 1280px) { ... }

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RWC Code

/* phone */
@media (max-width: 767px) {
  body .phone { display: block; }
  body span.phone { display: inline; }
  body img.phone { display: inline; }
  body li.phone { display: list-item; height: auto; visibility: visible; }
  body table.phone { position: relative; visibility: visible; height: auto; width: auto; }
  body tr.phone { display: table-row; }
}

/* tablet */
@media (min-width: 768px) and (max-width: 1279px) {
  body .tablet { display: block; }
  body span.tablet { display: inline; }
  body img.tablet { display: inline; }
  body li.tablet { display: list-item; height: auto; visibility: visible; }
  body table.tablet { position: relative; visibility: visible; height: auto; width: auto; }
  body tr.tablet { display: table-row; }
}

/* desktop */
@media (min-width: 1280px) {
  body .desktop { display: block; }
  body span.desktop { display: inline; }
  body img.desktop { display: inline; }
  body li.desktop { display: list-item; height: auto; visibility: visible; }
  body table.desktop { position: relative; visibility: visible; height: auto; width: auto; }
  body tr.desktop { display: table-row; }
}

.phone, .tablet, .desktop { display: none; }
table.desktop, table.tablet, table.phone { display: table; position: absolute; visibility: hidden; height: 0; width: 0; }
li.phone, li.tablet, li.desktop { display: block; height: 0; visibility: hidden; }

For the latest version of the code, see [www.clickstart.net](http://www.clickstart.net).

Writing style - example

1. Insert>Image
2. Select General
3. Click ...
4. Select the image and click Open
5. Click OK
Recommended books

- Developing User Assistance for Mobile Apps - Joe Welinske
- Implementing Responsive Design - Tim Kadlec
- Letting Go of the Words - Ginny Redish
- Mobile First - Luke Wroblewski
- Responsive Web Design - Ethan Marcotte

About the presenter

Scott DeLoach is the Founder of ClickStart, where he provides training and consulting for MadCap Flare, embedded user assistance, JavaScript/jQuery, CSS, and HTML5. He has been developing browser-based help systems for 20+ years, and he has received four Best in Show awards for his work from STC.

Scott is a certified Flare and Doc-to-Help instructor, and he is the author of MadCap Flare 2017: The Book, CSS to the Point, HTML5 to the Point, and Word 2013 to the Point. For more information about Scott's books see www.lulu.com/clickstart.

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