

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.

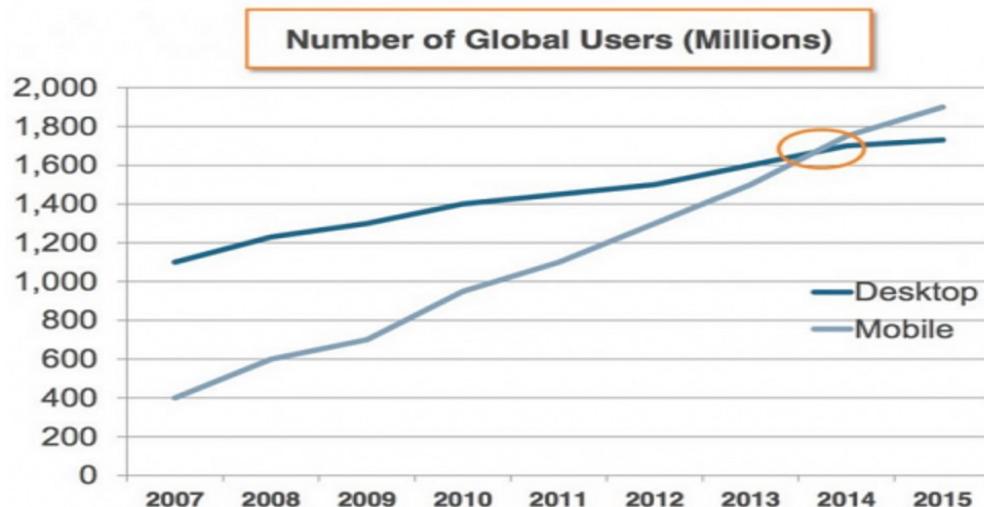
Overview

- 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



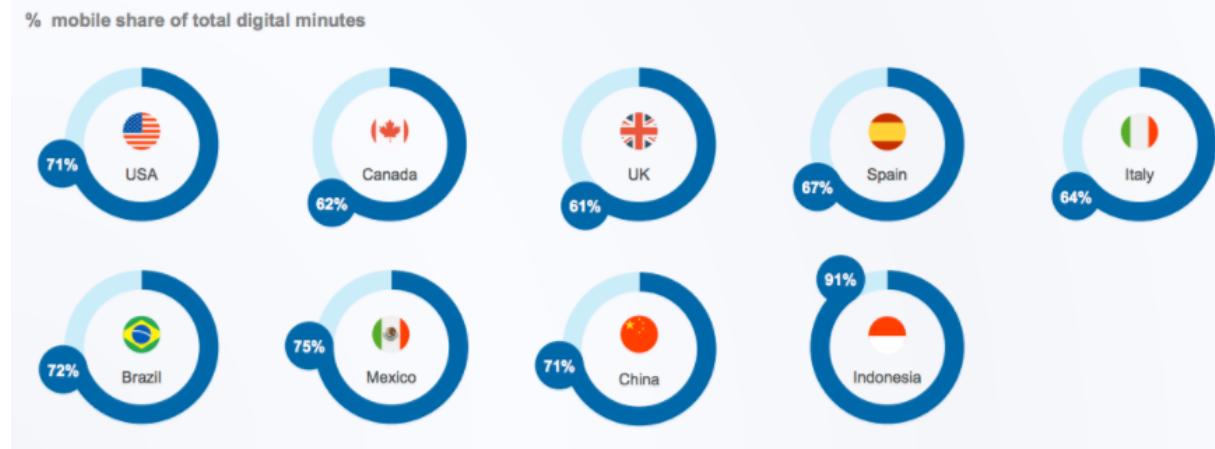
 comScore

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Source: Morgan Stanley Research

source: www.techcrunch.com/2014/08/21/majority-of-digital-media-consumption-now-takes-place-in-mobile-apps

Why: mobile share of digital minutes



source: www.smartsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/attachment/mobile-share-of-online-time-percent-2017

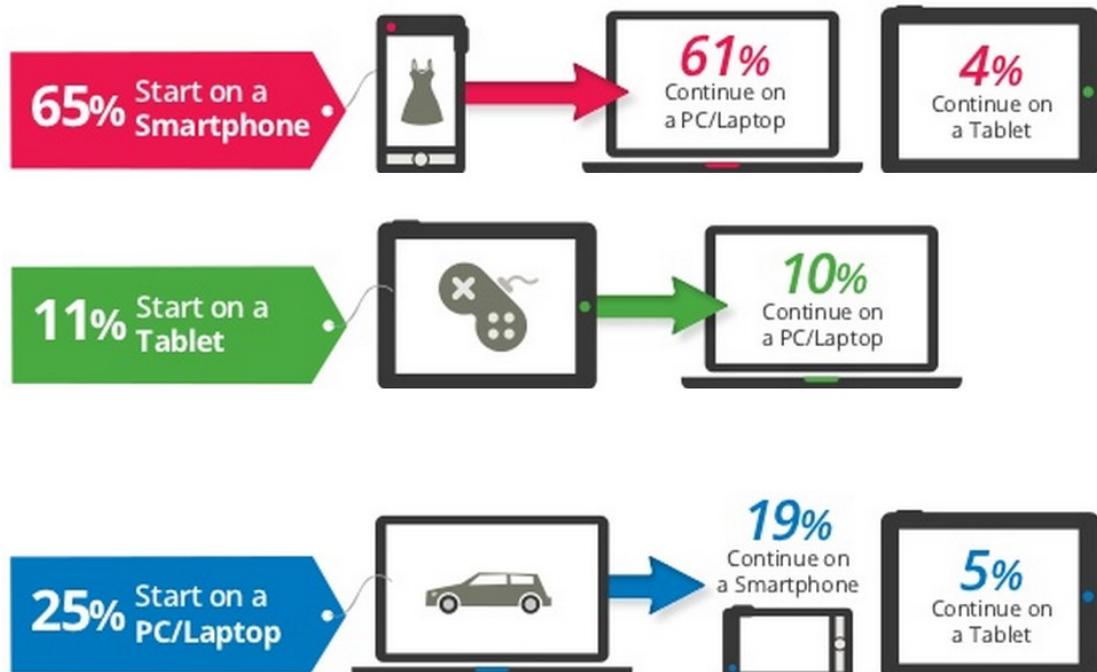
Why: time spent using mobile phones for entertainment

125,000,000 hours

- Approximate time Americans spend watching Netflix on their phones per month

source: www.comscore.com/Insights/Presentations-and-Whitepapers/2017/State-of-OTT

Why: user goals



source: www.slideshare.net/smobilie/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

- rem
- line-height
- www.simplefocus.com/flowtype

RWD – tables

Non-scrolling columns

zurb.com/playground/projects/responsive-tables/index.html

Filter rows

codepen.io/pixelchar/full/rfuqK

Show/hide

jsbin.com/apane6/14

Separate tables

css-tricks.com/examples/ResponsiveTables/responsive.php

www.filamentgroup.com/examples/rwd-table-patterns

gergeo.se/RWD-Table-Patterns/#demo

Table to paragraphs

codepen.io/aarongustafson/full/ucJGv

Horizontal to vertical

codepen.io/JasonAGross/full/rjmyx

RWD – images

Fluid Images

demosthenes.info/blog/586/CSS-Fluid-Image-Techniques-for-Responsive-Site-Design

Image Maps

mattstow.com/experiment/responsive-image-maps/rwd-image-maps.html

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) { ... }
```

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.

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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