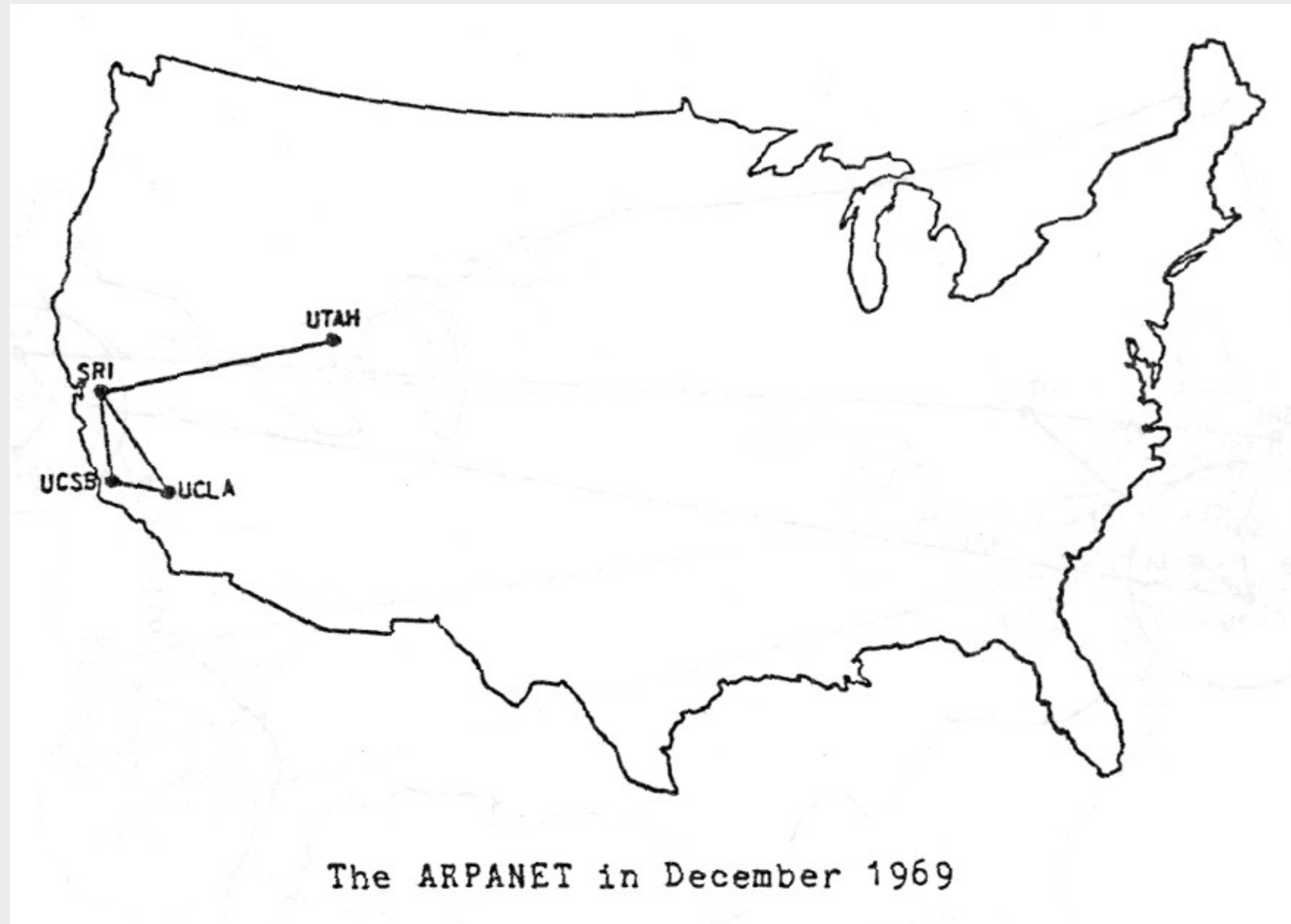


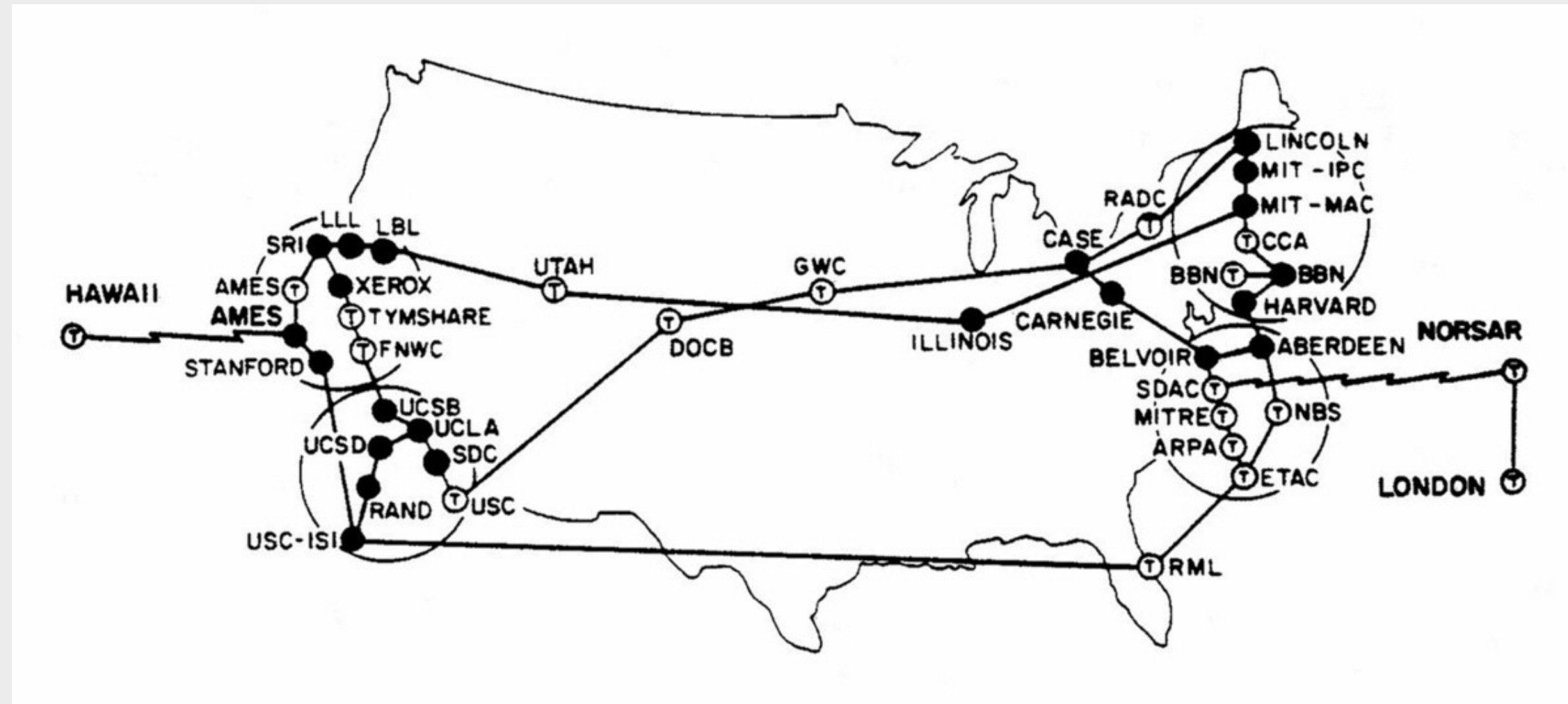
Mobile Design History

But first, a brief history on
the internet...



Arpanet

A precursor to the internet that was an academic research project funded by Advanced Research Projects



Arpanet expanded

By 1970 cross country, 1973 international.



Email is invented

During this time, email is invented by Roy Tomlinson (1941–2016) who also invents the use of @ symbols in email addresses.

 comp.*	 humanities.*	 misc.*
 news.*	 alt.*	 rec.*
 sci.*	 soc.*	 talk.*

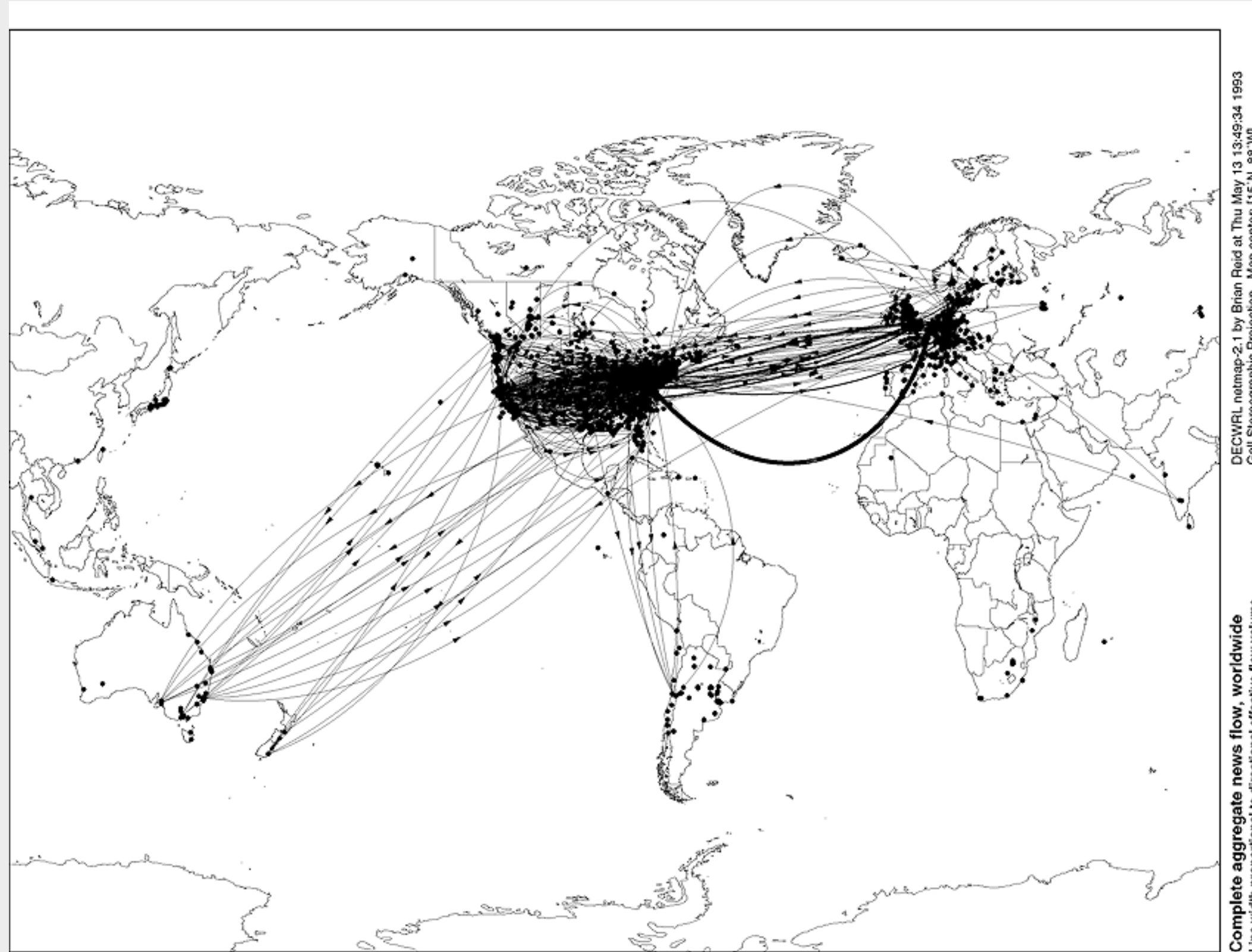
Usenet

By 1980s, ARPANET continued to grow, fostering a social community predating Facebook and MySpace.



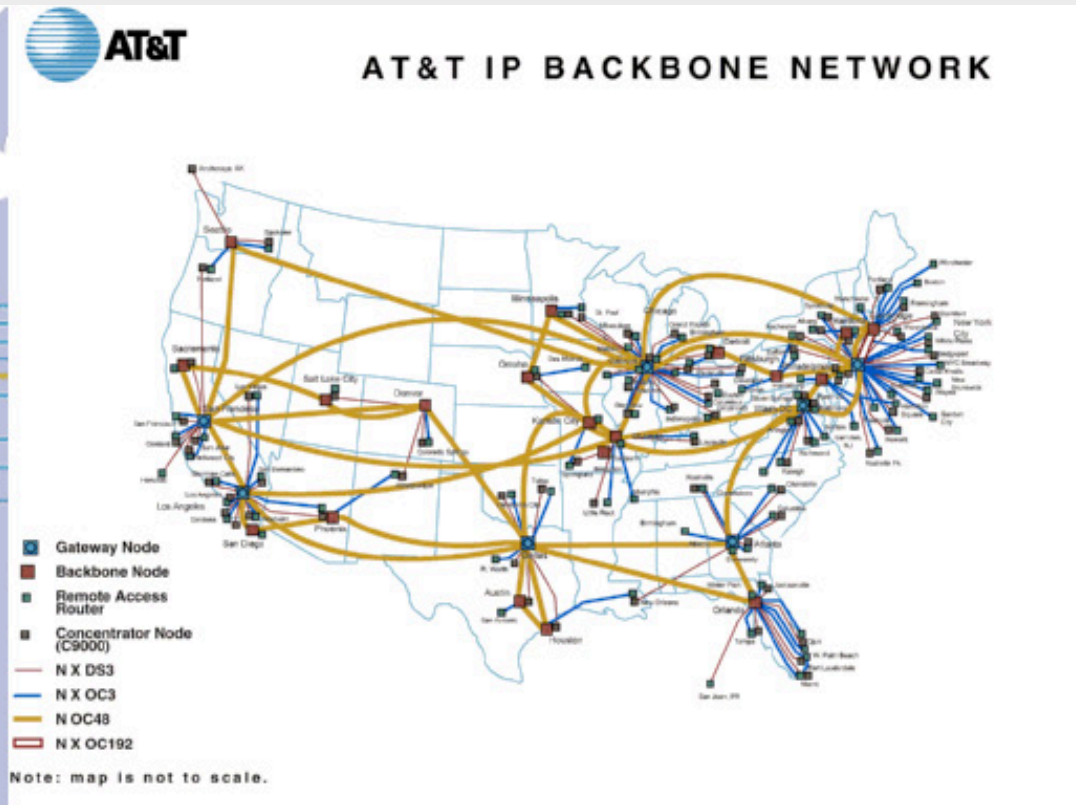
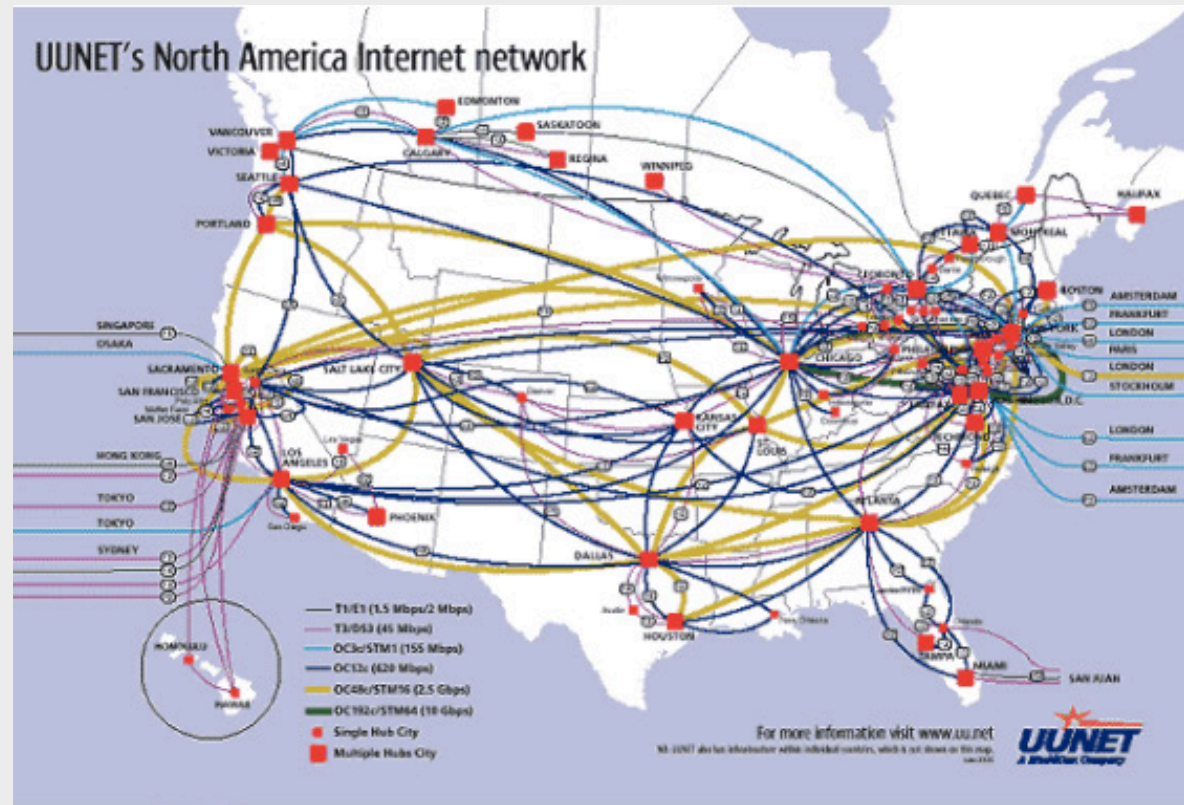
ARPANET becomes Internet (1983)

Engineers Robert Kahn and Vint Cerf standardize network communications known as TCP/IP. ARPANET switches to this in 1983, marking birth of modern internet.



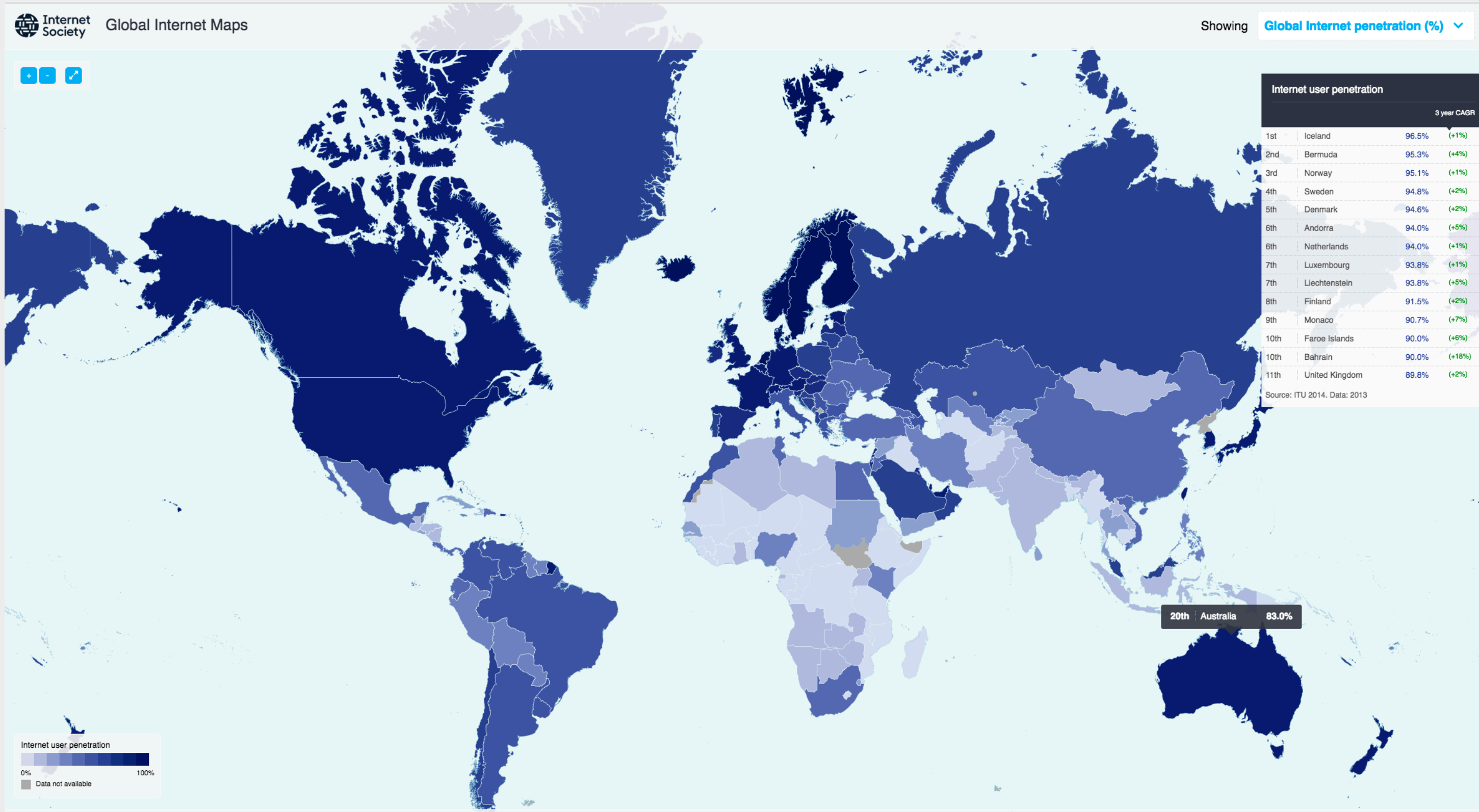
Internet had become global by 1993.

Map of information flow on Usenet shown here.



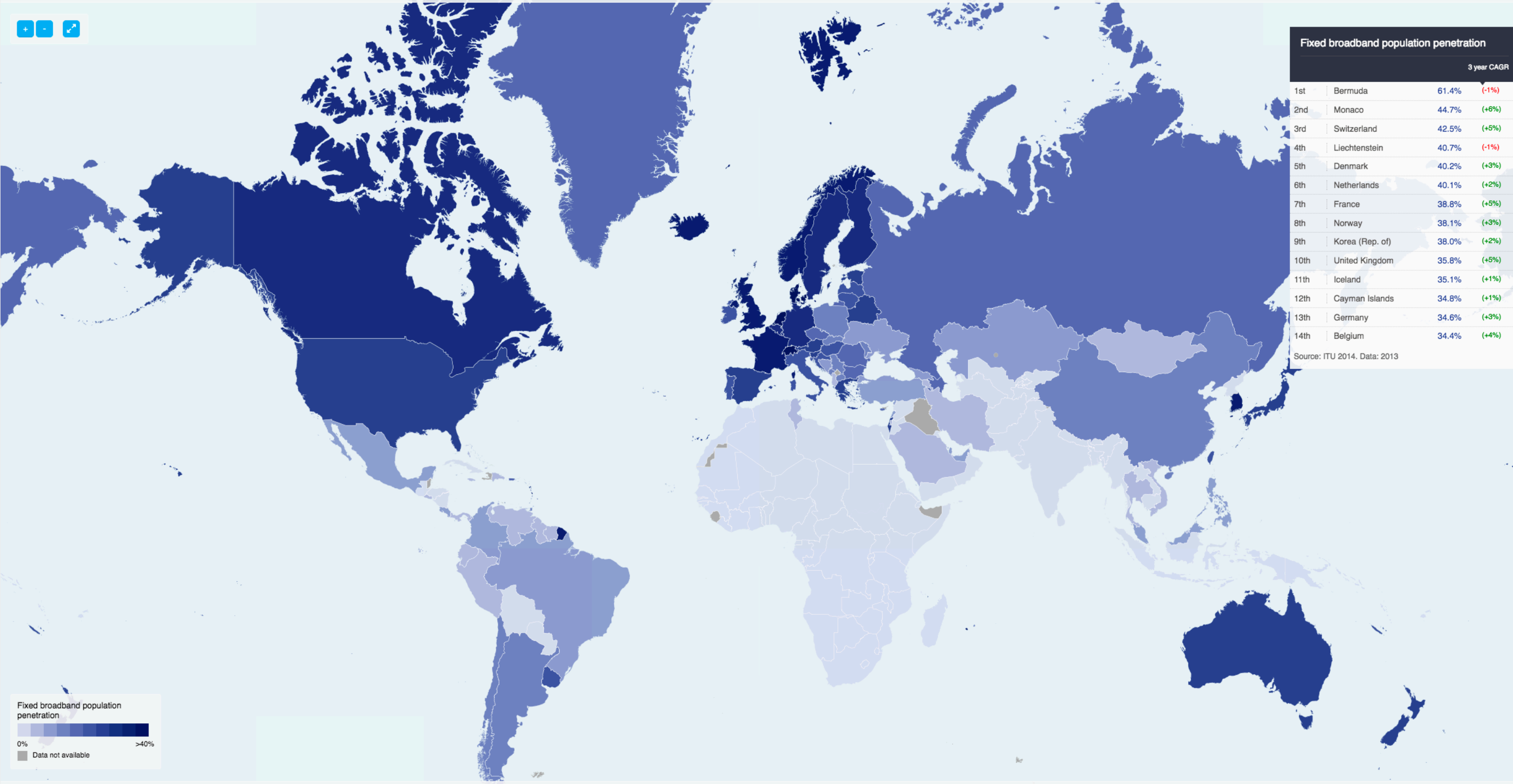
Internet becomes commercialized

By 1994, Clinton administration privatized internet backbone. Commercial firms took over long-distance traffic, allowing gov't funded NSFNET to be decommissioned.



Global Internet Penetration 2017

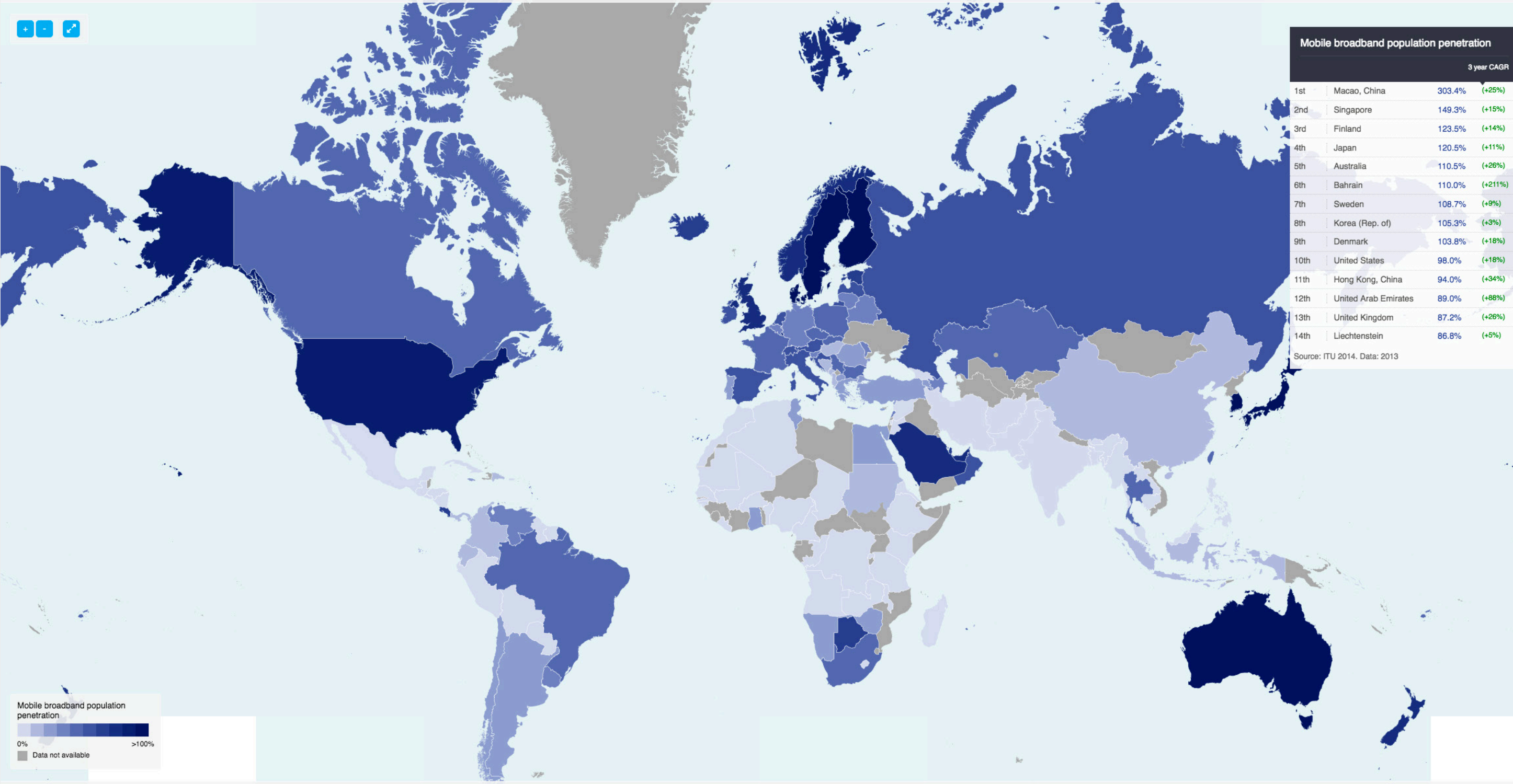
Shows who has access to internet. 2 main ways: through broadband connection or through mobile device.



Fixed broadband population penetration		
3 year CAGR		
1st	Bermuda	61.4% (-1%)
2nd	Monaco	44.7% (+6%)
3rd	Switzerland	42.5% (+5%)
4th	Liechtenstein	40.7% (-1%)
5th	Denmark	40.2% (+3%)
6th	Netherlands	40.1% (+2%)
7th	France	38.8% (+5%)
8th	Norway	38.1% (+3%)
9th	Korea (Rep. of)	38.0% (+2%)
10th	United Kingdom	35.8% (+5%)
11th	Iceland	35.1% (+1%)
12th	Cayman Islands	34.8% (+1%)
13th	Germany	34.6% (+3%)
14th	Belgium	34.4% (+4%)

Source: ITU 2014. Data: 2013

Broadband Internet Penetration 2017



Mobile Internet Penetration 2017

Tell me more about cell phones



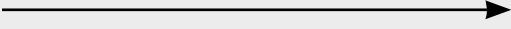
Martin Cooper(1928–) invented the first cell phone in 1974.

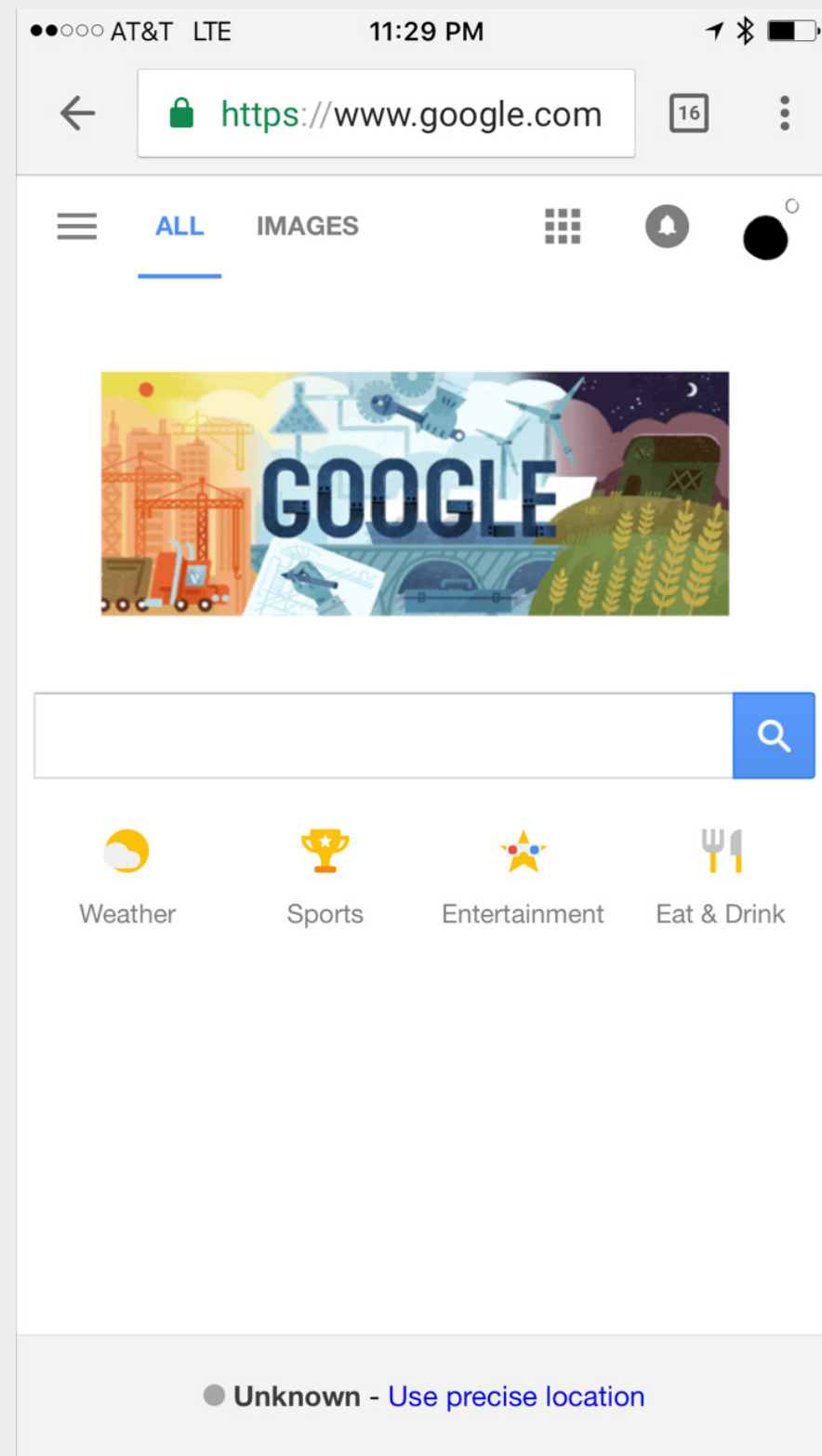
Watch
Video



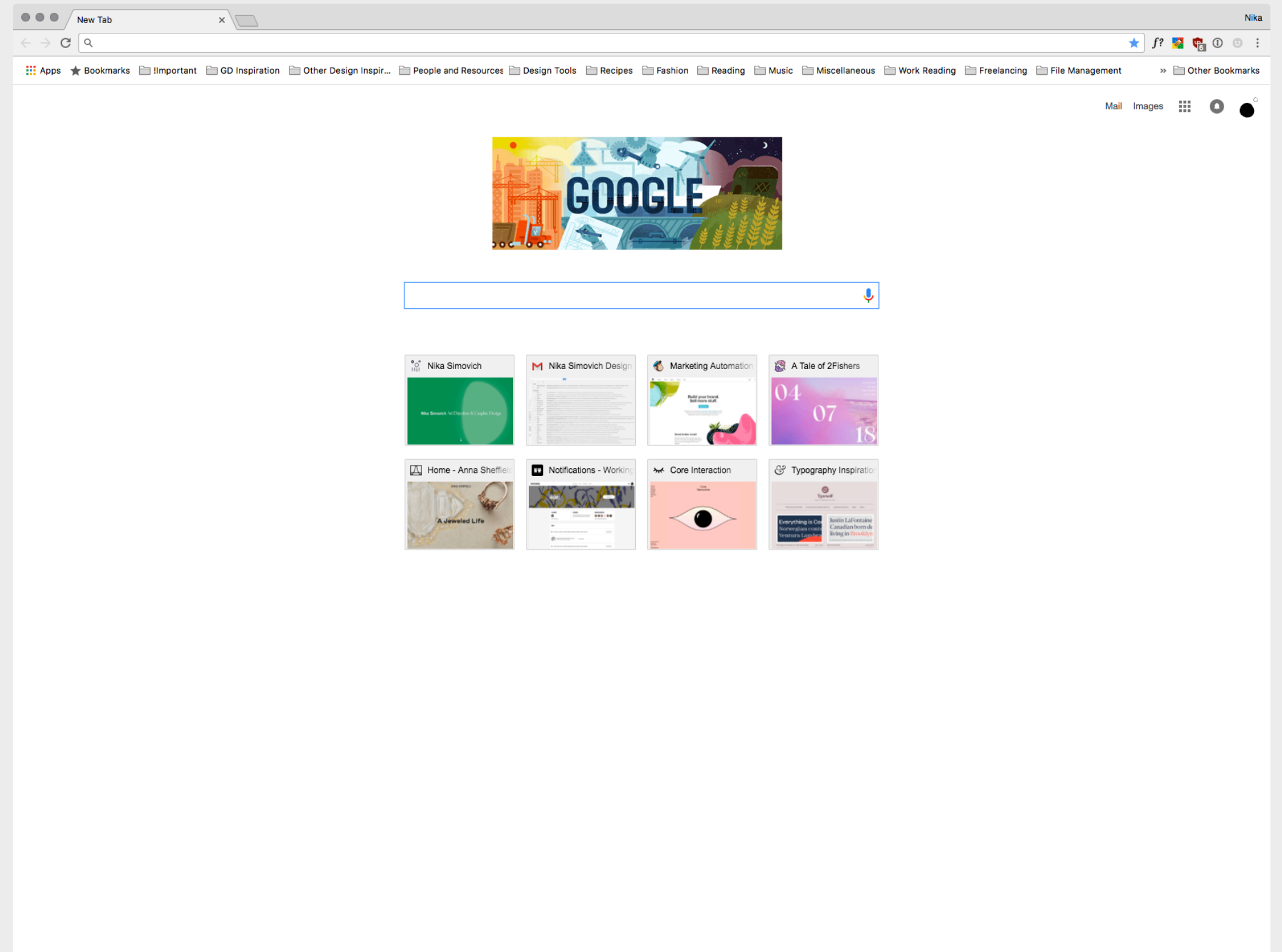
Watch
Video

A collection of some of my old cell phones





Google Chrome on phone



Responsive web design replaced having a totally separate mobile experience.



Responsive Web Design

Mobile Design Basics

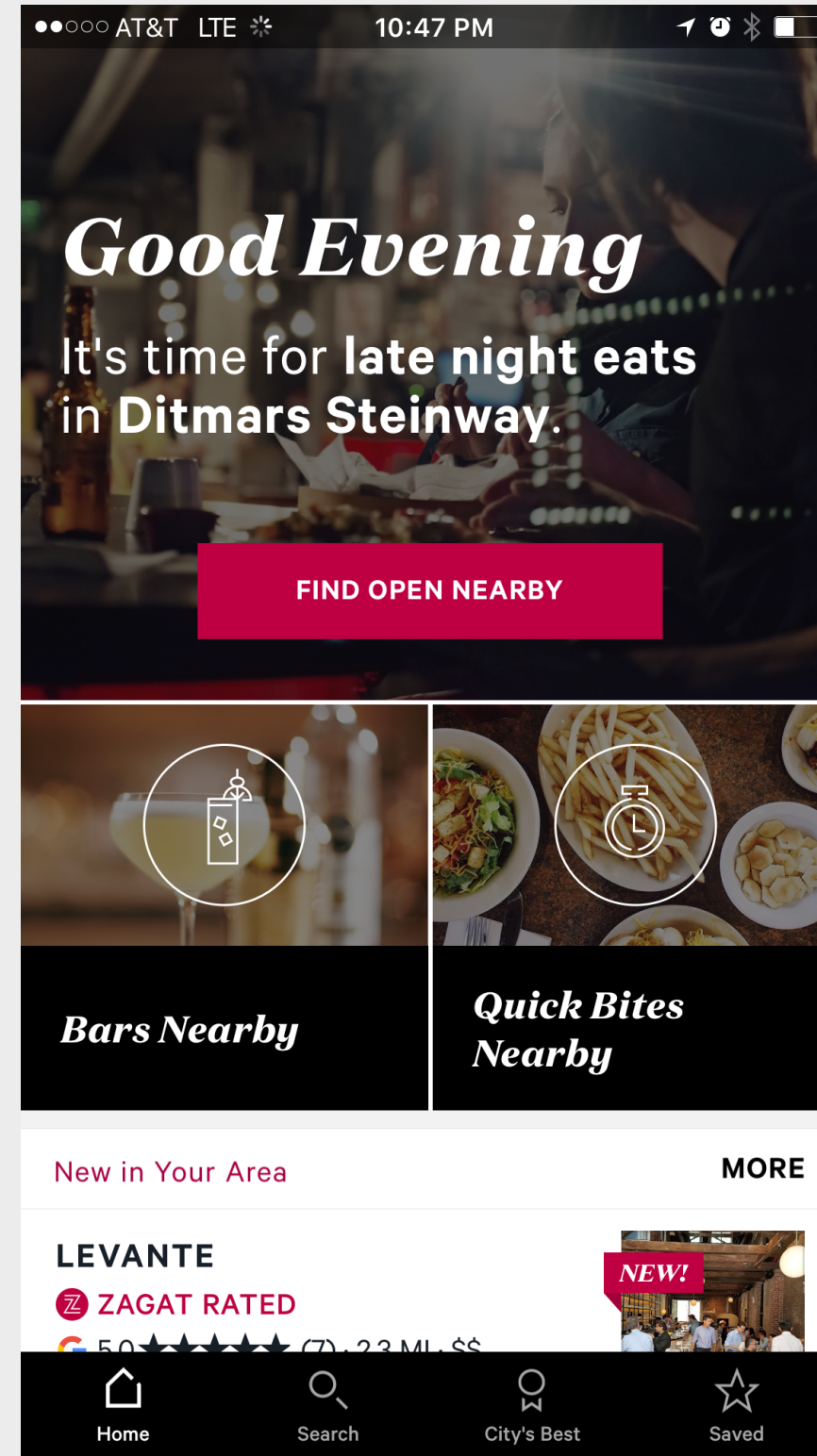
Pokemon Go



Compass



Zagat



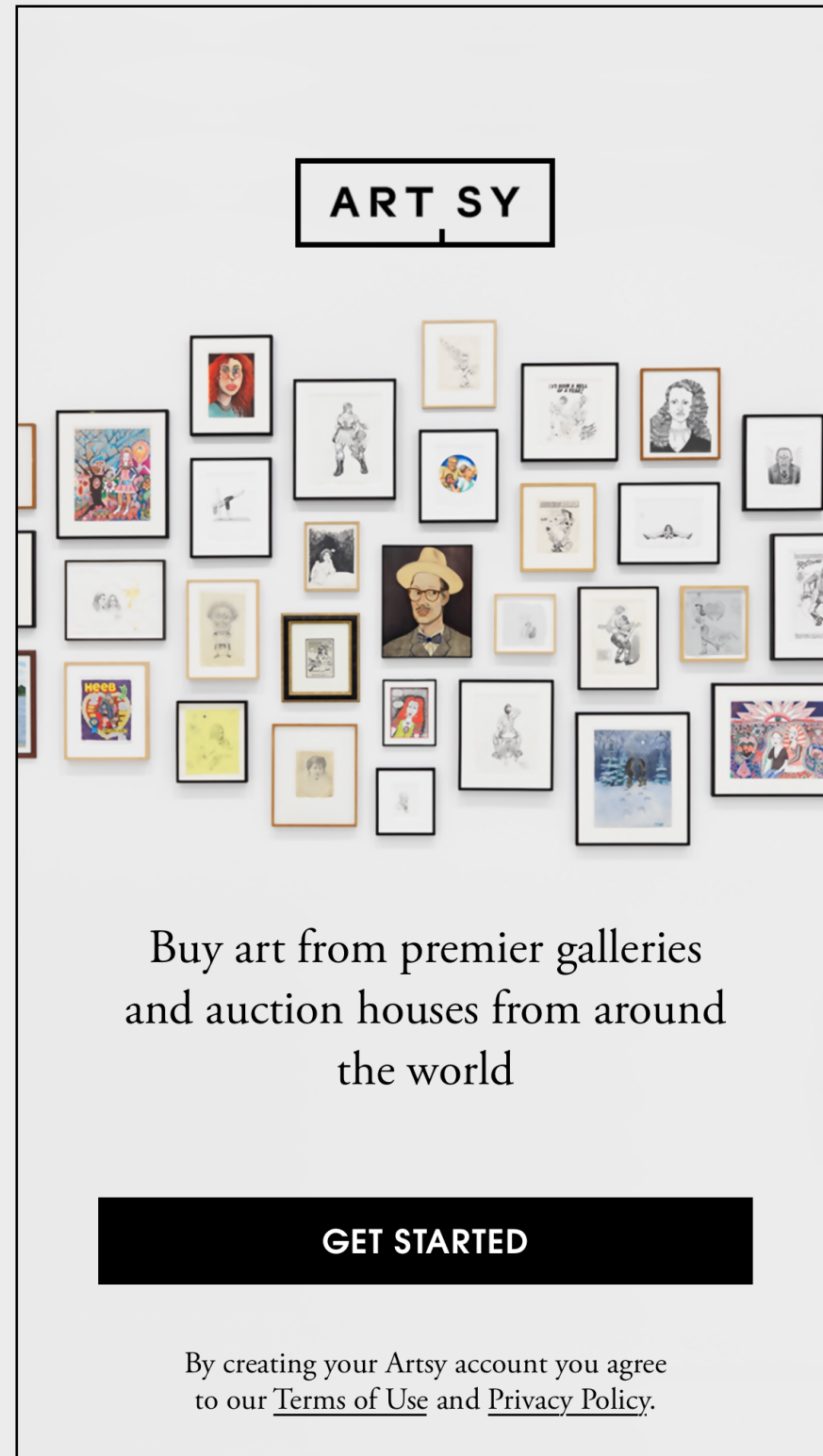
Star Walk 2



Variable Location

Mobile site/app can respond to location, because it can change and be accessed somewhere specific, while desktop is accessed from 1 spot.

Artsy App

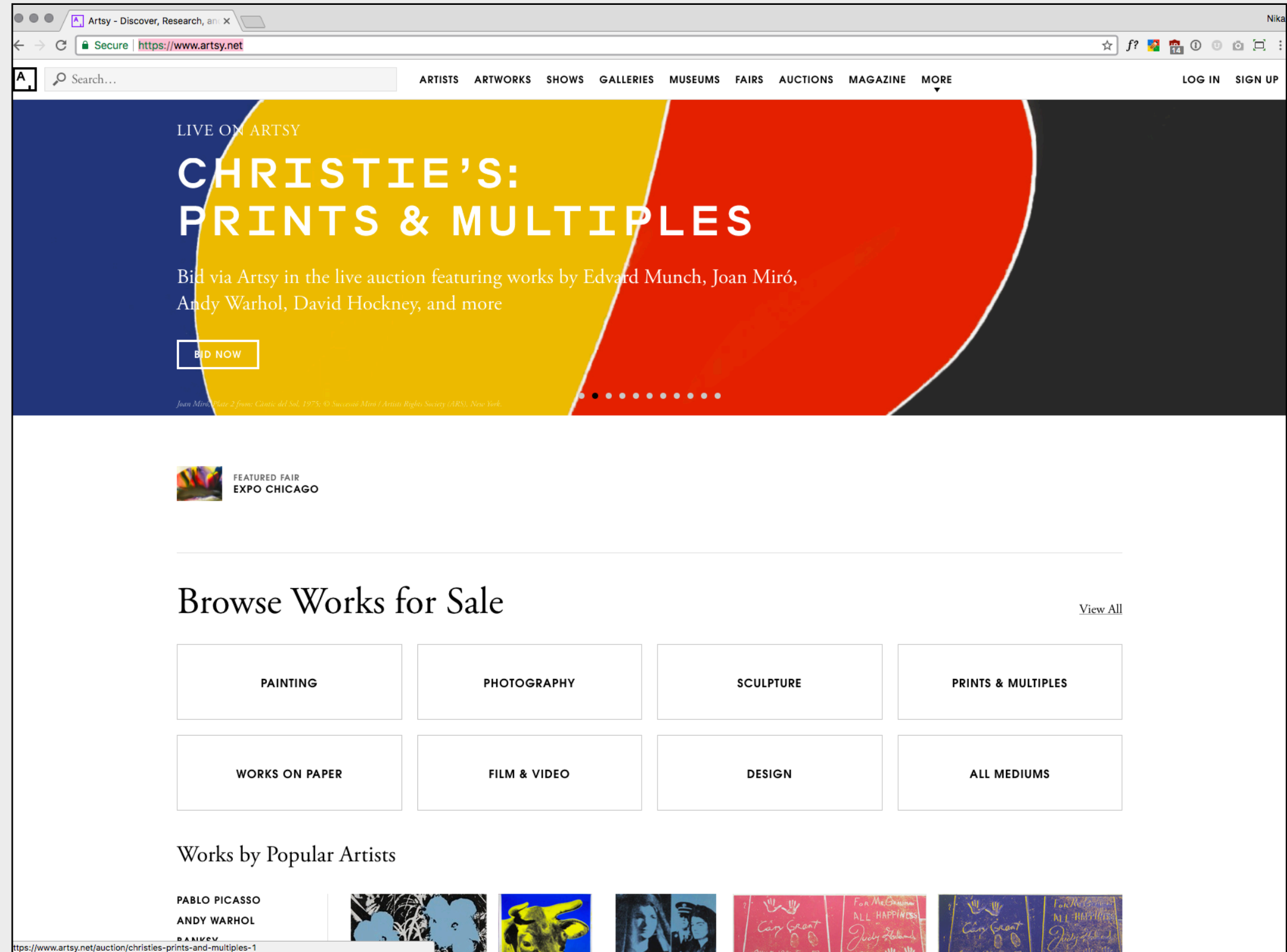


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Juan Miró, Suite 2 from, *Carro del Sol*, 1975, 85 Successor Artist Artwork Rights Society (ARS), New York

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Works by Popular Artists

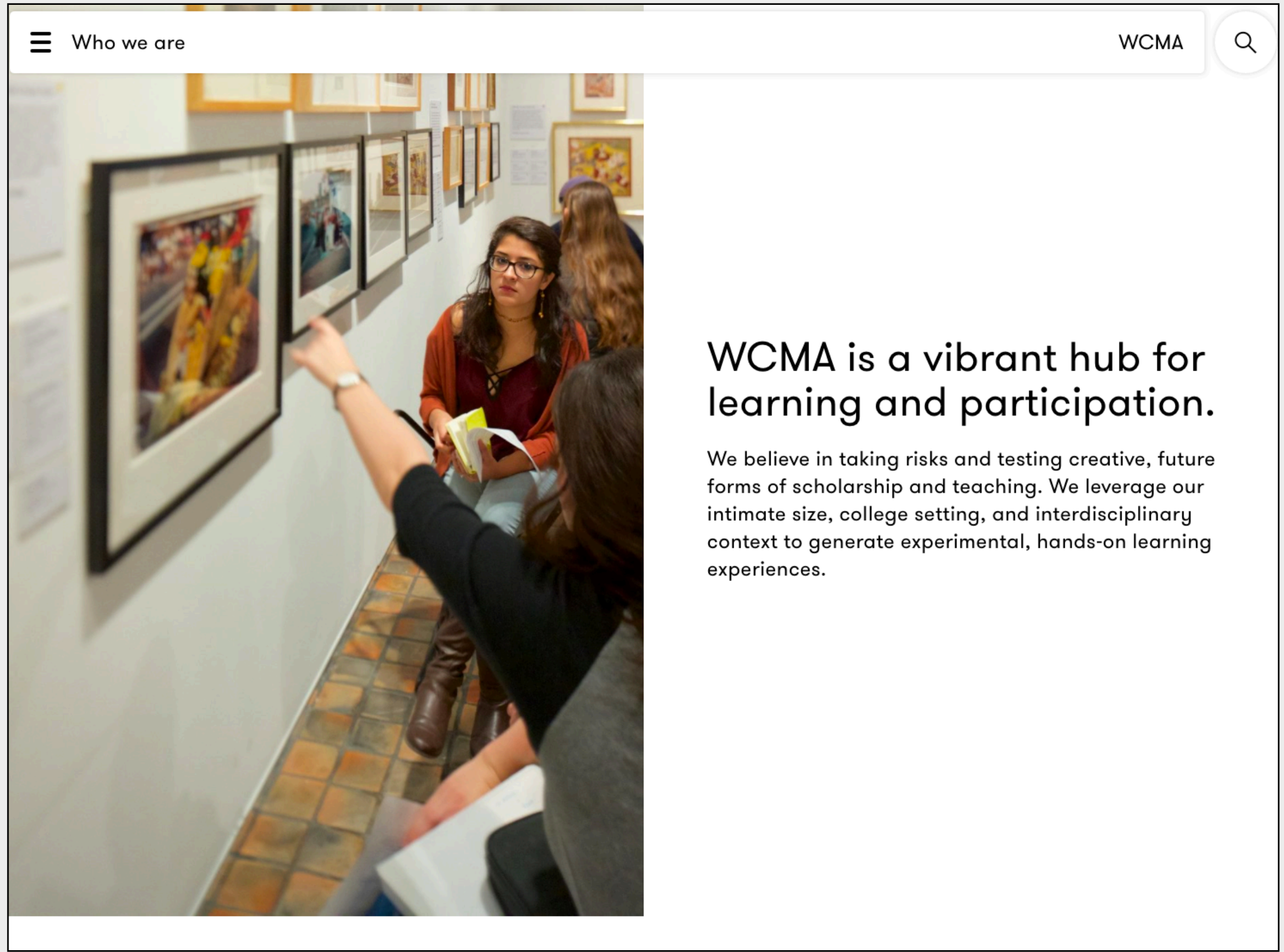
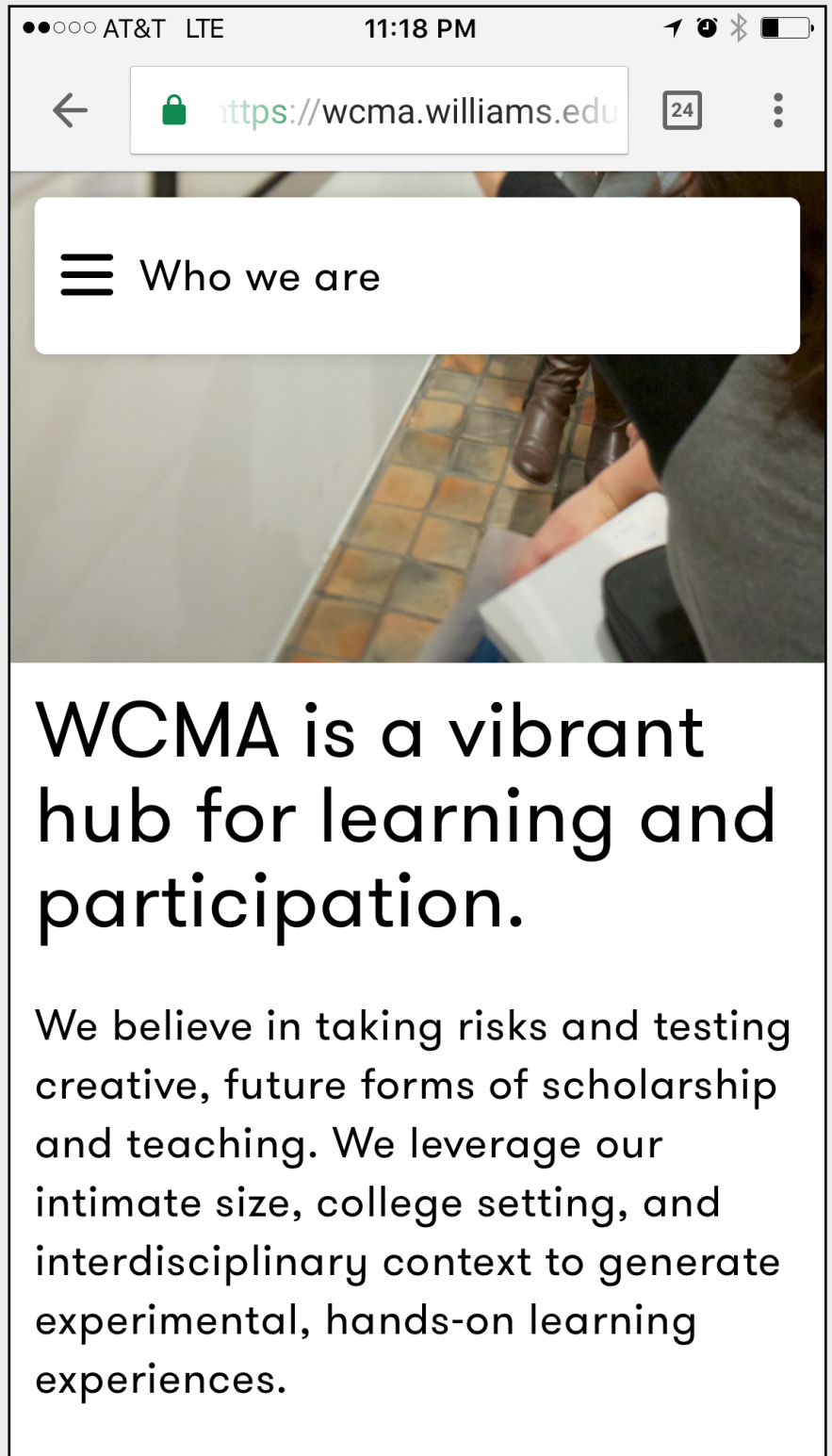
PABLO PICASSO
ANDY WARHOL
DAVID HOCKNEY



<https://www.artsy.net/auction/christies-prints-and-multiples-1>

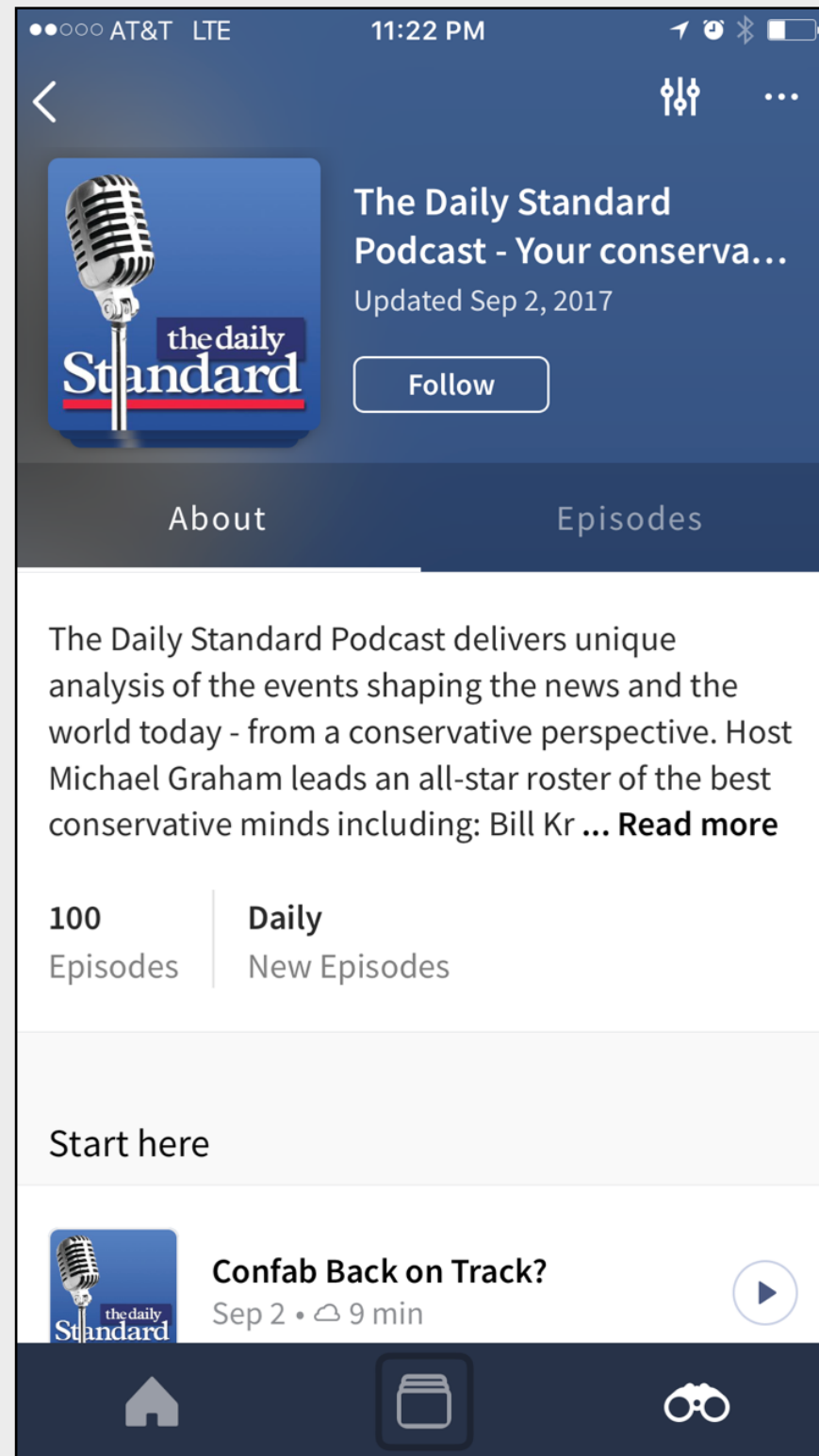
Less Real Estate

Viewport is smaller, so the experience is more streamlined allowing the user to focus on one thing at a time.



Legibility Key

Due to the smaller screen size, legibility is key. Type sizes are generally larger, but use your best judgement.

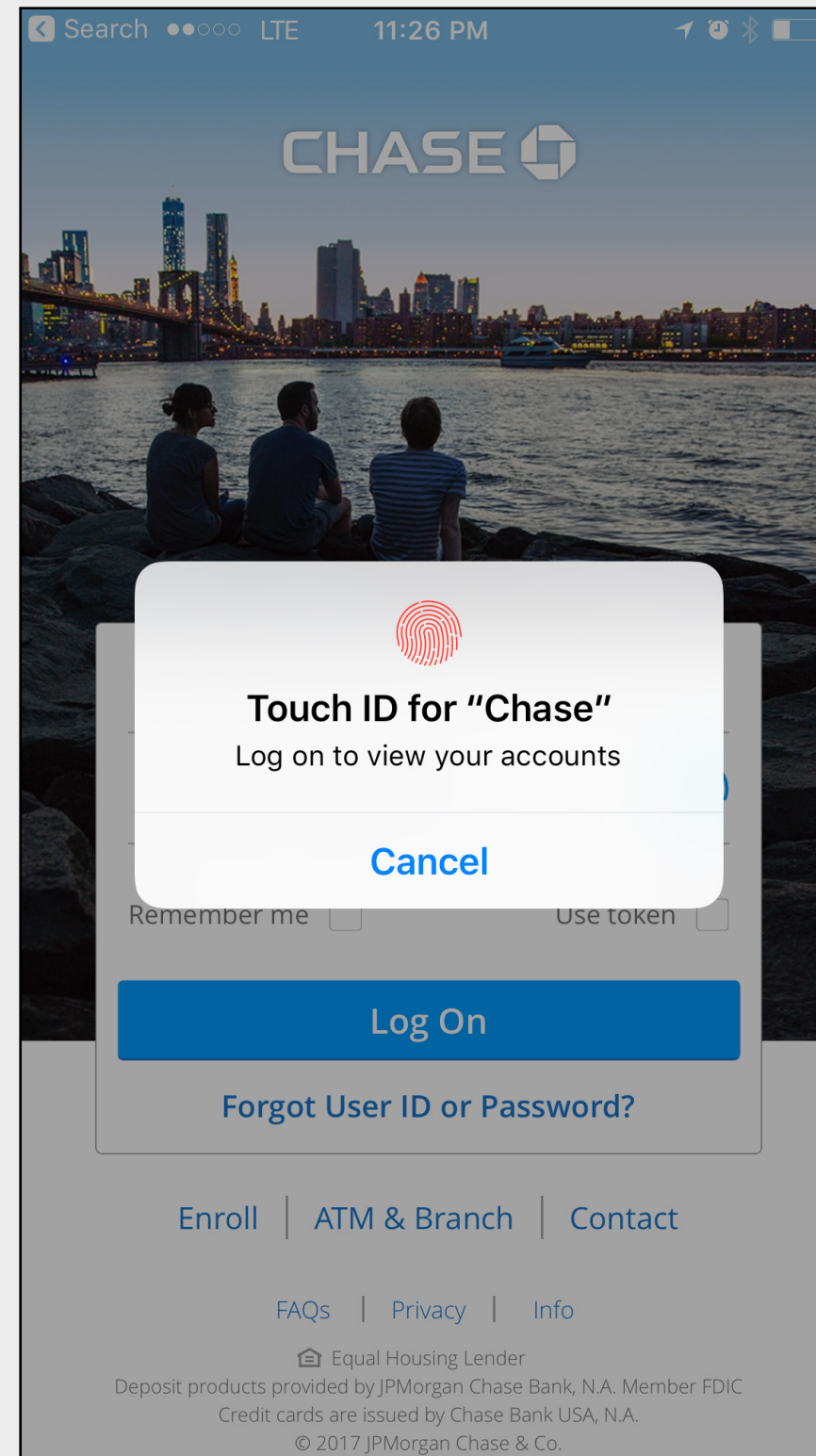


Radio Public



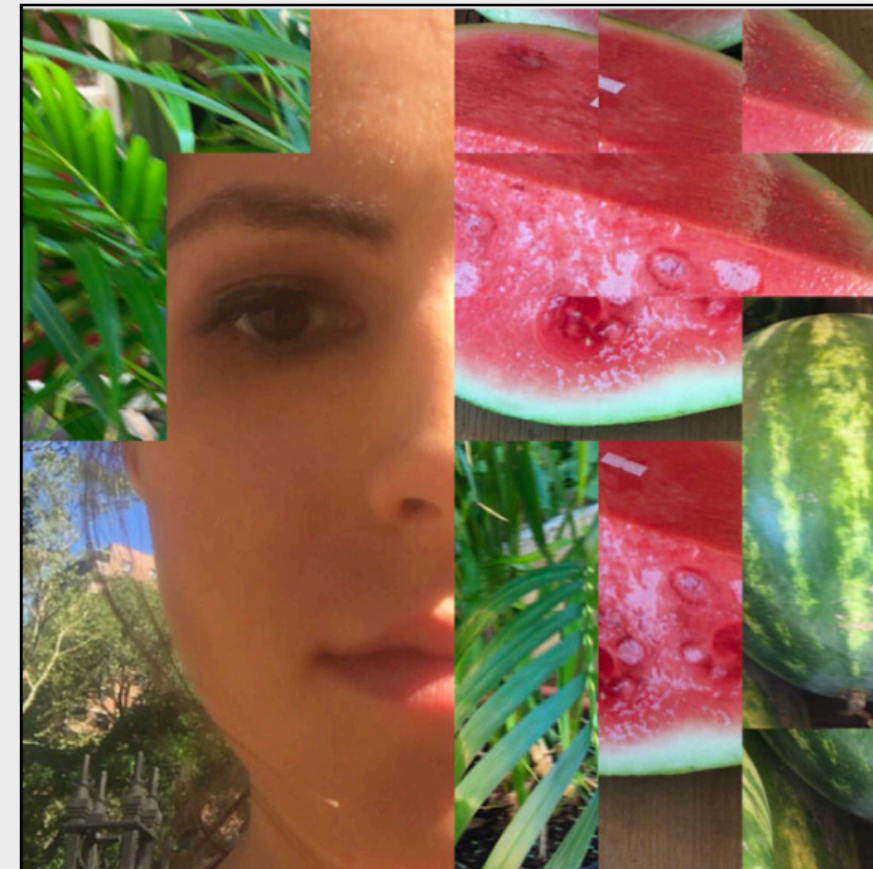
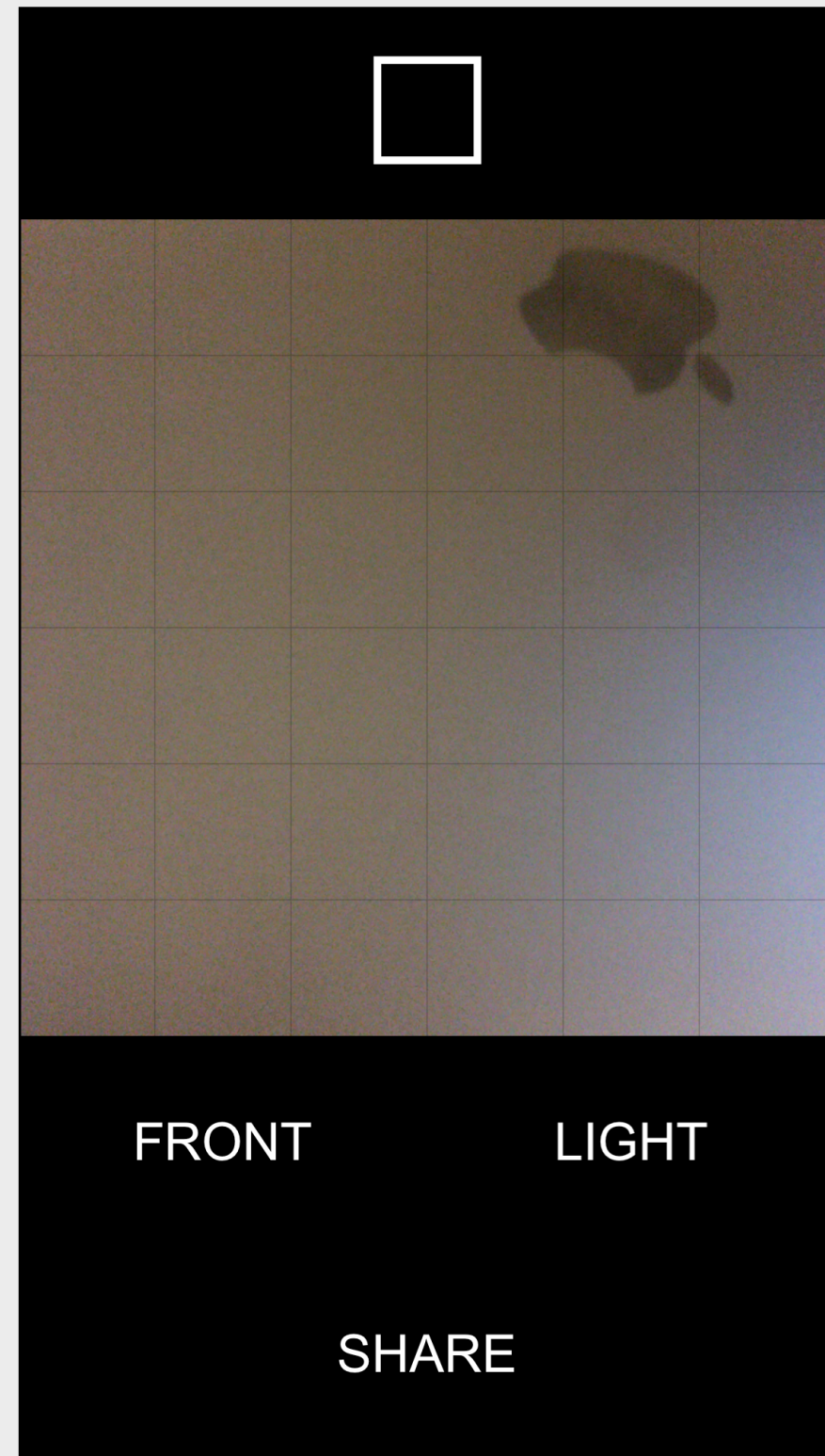
No Mouses. Simpler interactions.

Touching, not clicking. Buttons to be touchable. Certain parts of design hidden behind buttons and



Mobile phones generally carry more personal info

Payments, contacts, logins, exact location. etc.



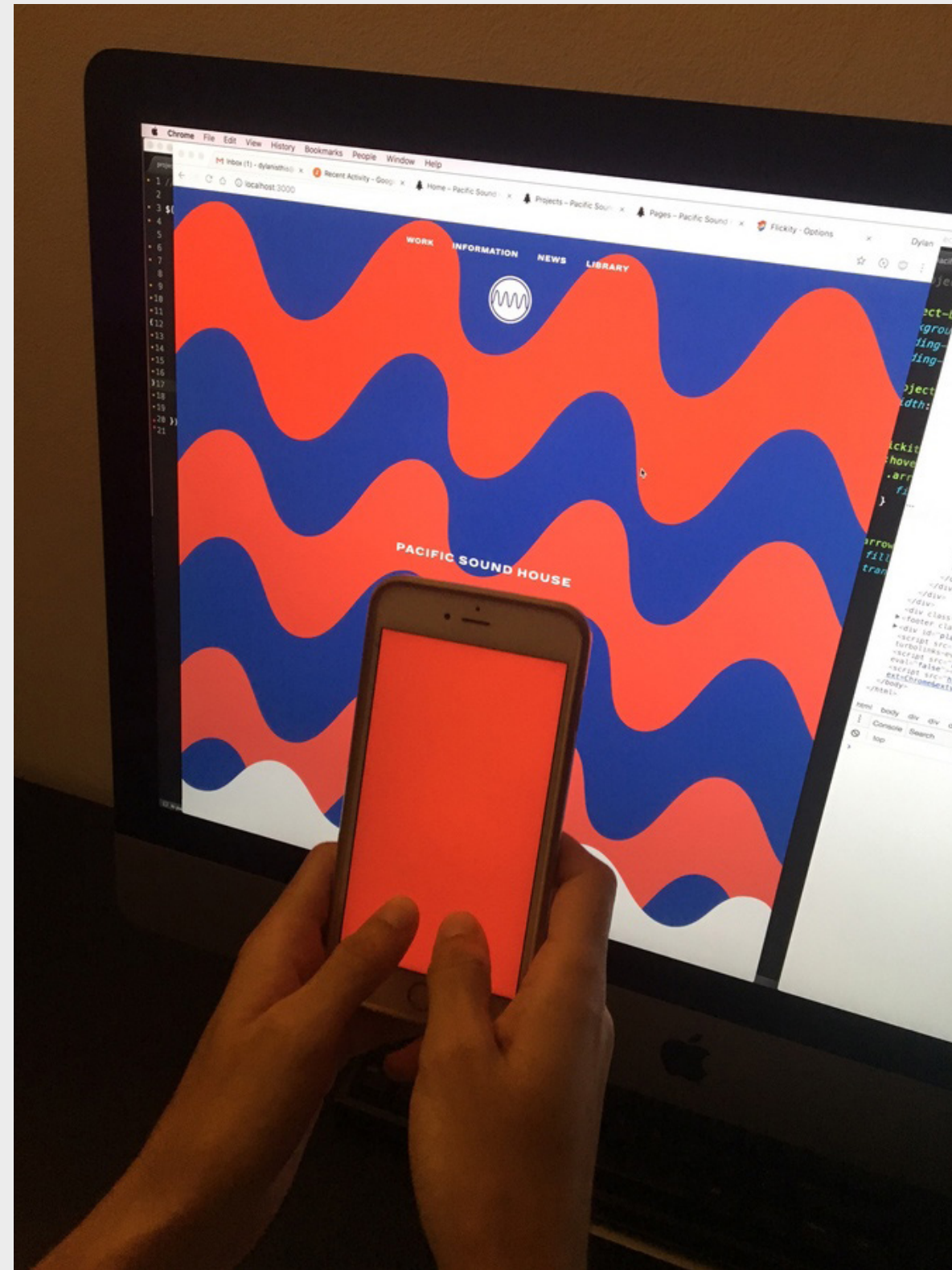
Phones have access to other senses: Sight & Touch

Finger Quilt by Jeffrey Scudder uses both sight and touch



Phones have access to other senses: Sight & Touch

Photobooth by Konst & Teknik & Martin Storm (Uses both



Phones have access to other senses: Sight & Hearing

Bugg by Linked by Air

Phones have access to other senses: Smell
Scentee add on w/ Nose Roast app



Watch
Video

iPhone X - Overview - iOS Human Interface Guidelines

Apple Inc. [US] | https://developer.apple.com/ios/human-interface-guidelines/overview/iphone-x/

Developer Discover Design Develop Distribute Support Account


Human Interface Guidelines

Overview

- Themes
- iPhone X**
- What's New in iOS 11
- Interface Essentials
- App Architecture
- User Interaction
- System Capabilities
- Visual Design
- Icons and Images
- Bars
- Views
- Controls
- Extensions
- Technologies
- Resources

iPhone X

iPhone X includes a large, high-resolution, rounded, edge-to-edge Super Retina display that delivers an immersive, content-rich experience like never before.



Screen Size

In portrait orientation, the width of the display on iPhone X matches the width of the 4.7" displays of iPhone 6, iPhone 7, and iPhone 8. The display on iPhone X, however, is 145pt taller than a 4.7" display, resulting in roughly 20 percent additional vertical space for content.

