

# Mobile First or Desktop First

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Senior Sales Engineer

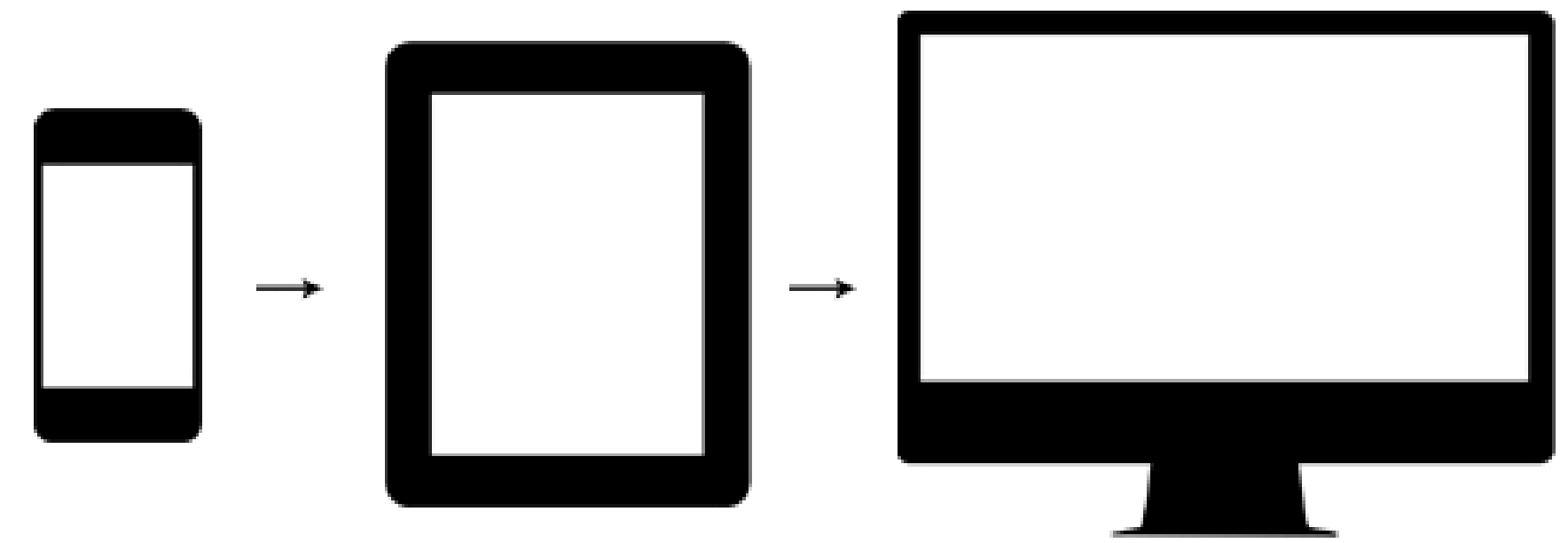
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# Agenda

- Mobile First Approach
- Desktop First Approach
- Responsive Design
- Adaptive Design
- Universal Applications
- Coworkee
- Development Approach / Best Practices

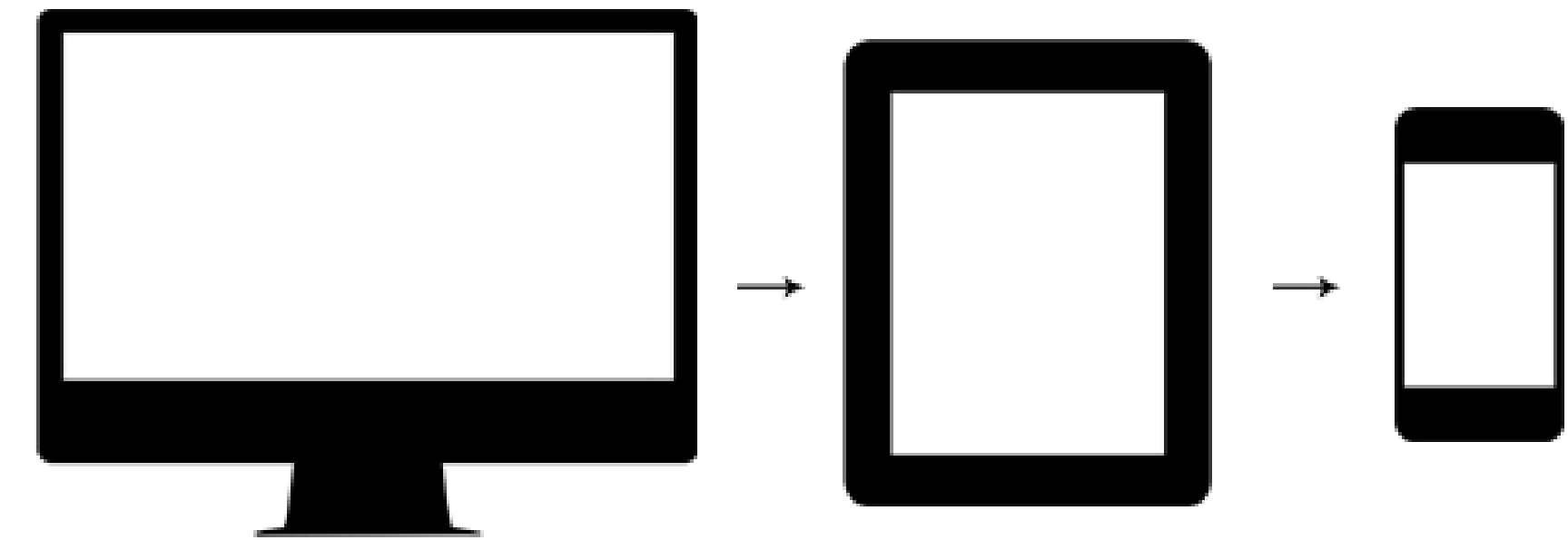
# Mobile First Approach

- **Progressive Enhancements**
- Put best foot forward on mobile, and as need arises, enhance progressively on larger platforms



# Desktop First Approach

- **Graceful Degradations**
- Build every feature you need for the large screen, and scale back (gradually remove features) as viewport becomes smaller



# Progressive Enhancements Wins!

(start with minimal and focused features)

So, let's go Mobile First...

And... Desktop is dead, 2+ billion  
Mobile users worldwide

So, let's go Mobile First... or why not Mobile Only



But... everyone is talking about  
'Responsive Design'

Designers, developers, stakeholders... everyone

# Responsive Design

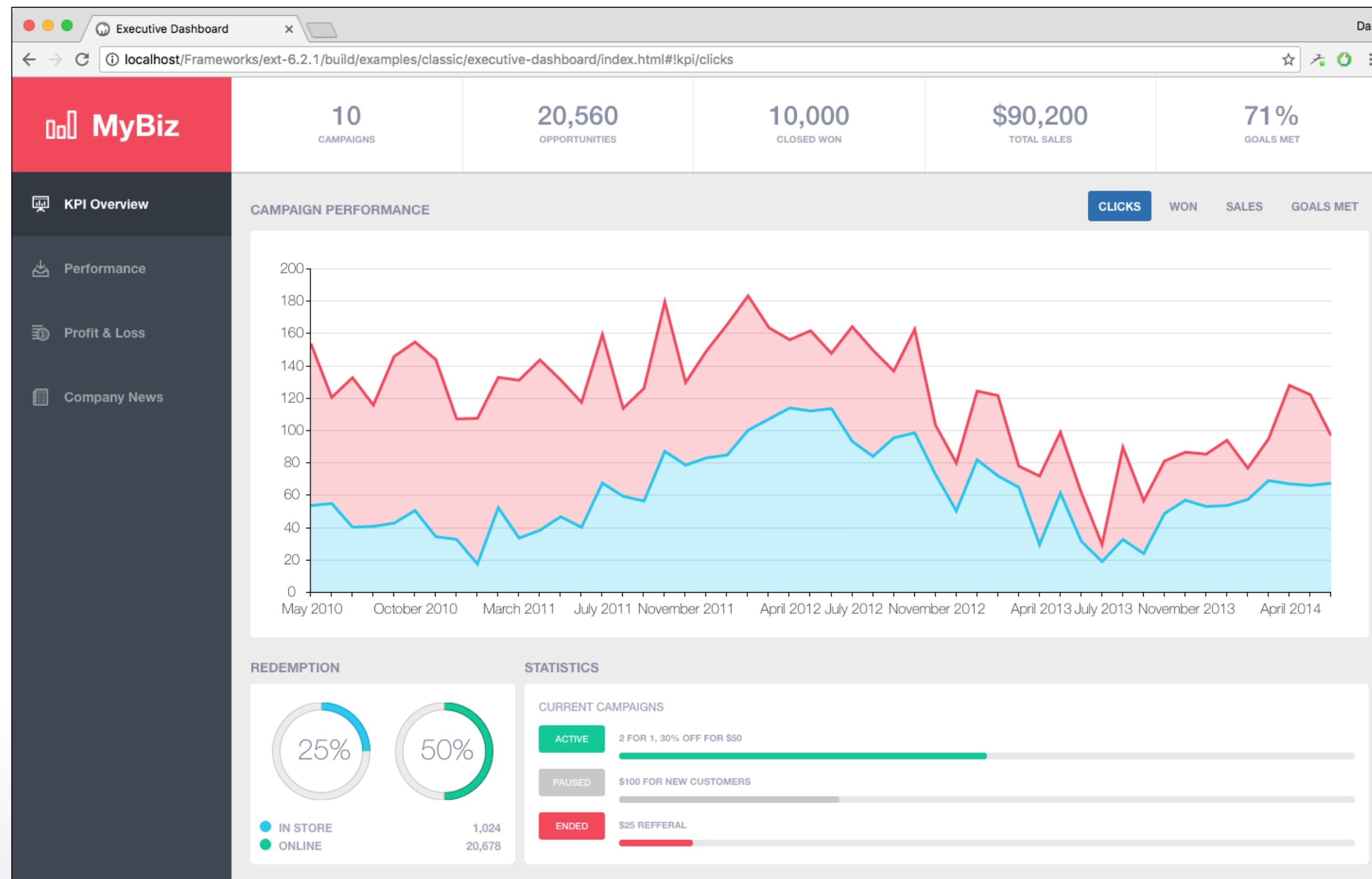
- Design for Desktop, and keep Mobile in mind... feels like porting desktop version to mobile
- Practical Challenges
  - Image resizing consumes CPU
  - Unnecessary data download
  - Media queries hide stuff on mobile, not remove



Not Mobile First – It's one size fits all



# Responsive Design – Resize/Hide/Reposition Widgets



Big desktop



Small desktop

# How about 'Adaptive'?

- Device specific UX; detect screen size, load appropriate experience
- We can start with mobile (and even ignore tablet to begin with)

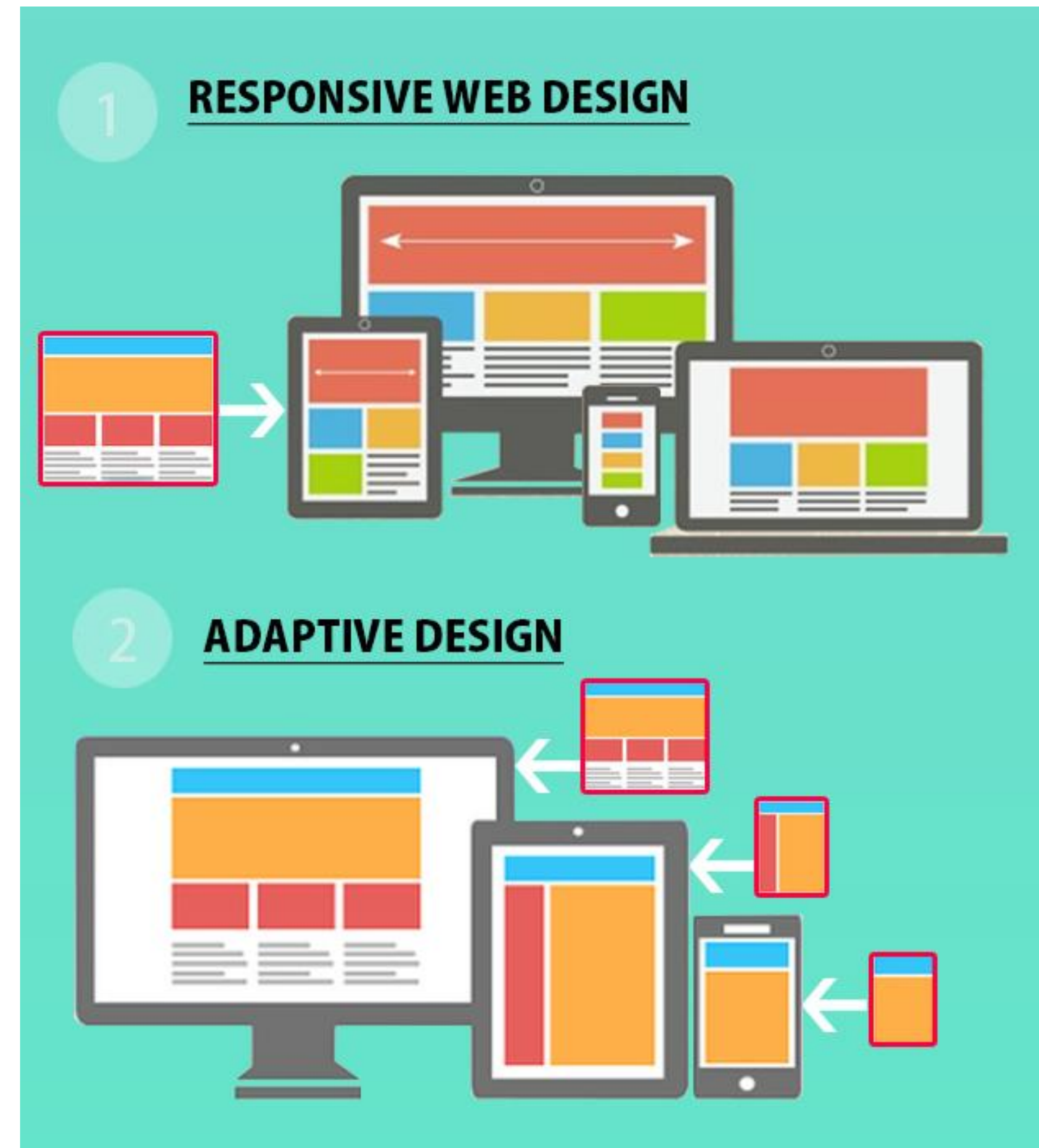
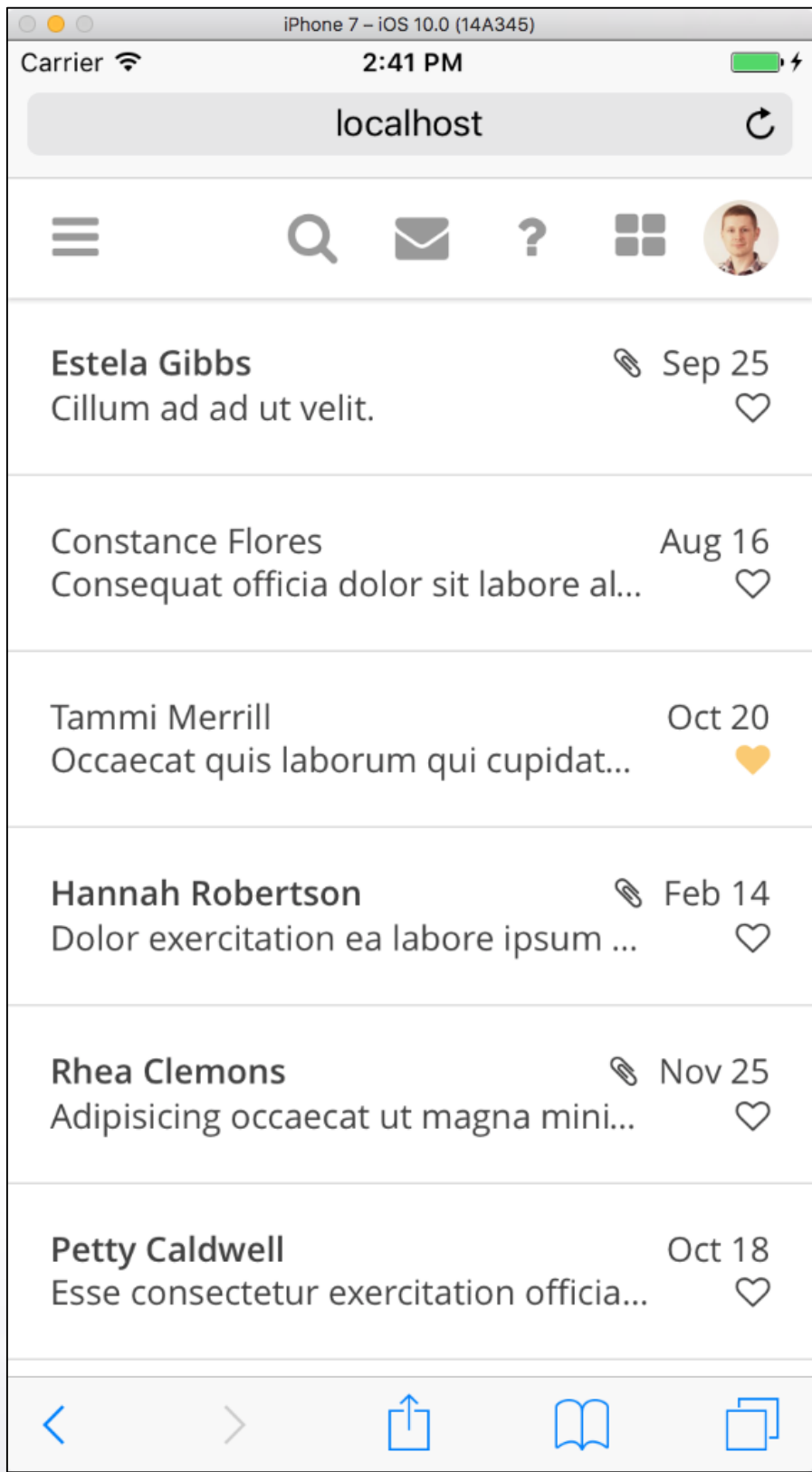
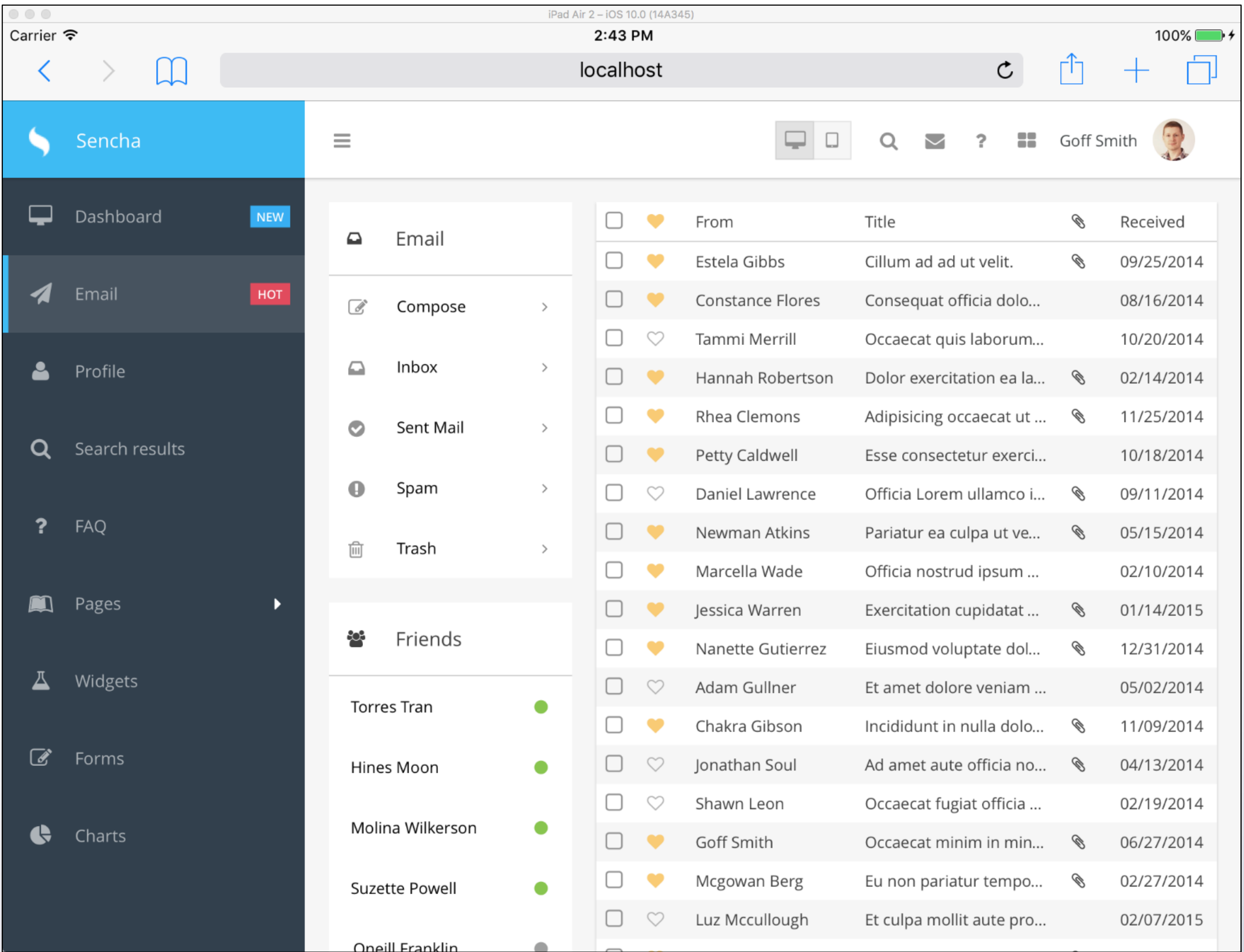


Image Source: <http://www.pattronize.com/blog/>

# Adaptive Design – Distinct Layouts for Different Devices



Phone (list)



Tablet (grid)



In U.S. alone, **25% of Web Users are Mobile Only** (rarely use Desktop)

Flip side... 75% aren't

As of Jan 2015, **WhatsApp** is on  
Desktop  
Sure... they started with 'Mobile First' 😊

Today's reality... **users move from device to device** while interacting with apps.  
Especially... business / enterprise apps



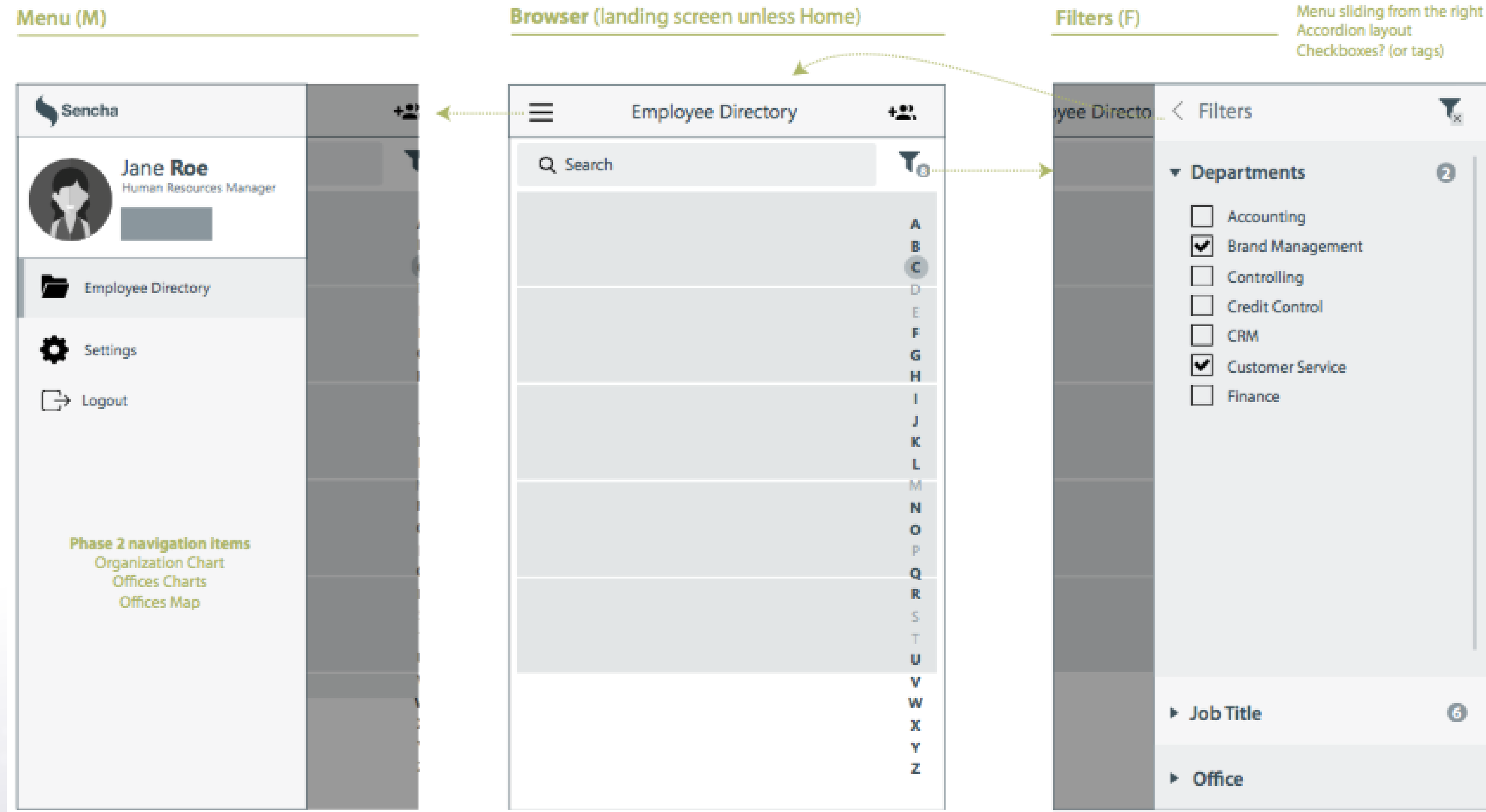
Bottom line... apps must **provide a quality user experience**, no matter what the device  
Responsive, Adaptive... whatever works

But... no matter the design  
approach...  
As developers... you should always think...

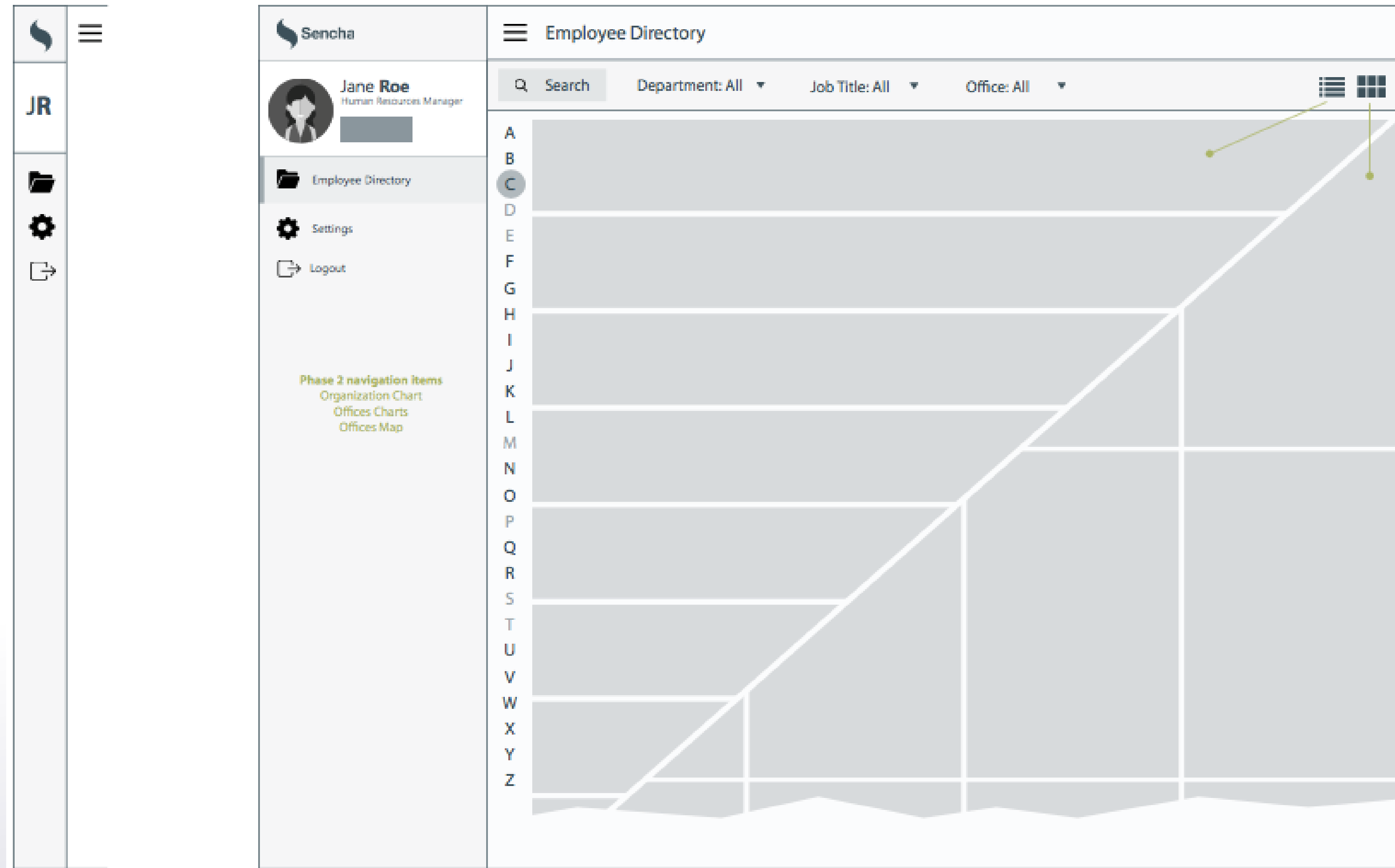
Universal

Developers are expected to reuse  
code.  
Universal is about sharing code, and tailored UX

# Mobile Design – Go for best UX



# Desktop Design – Go for best UX



# Sample Employee Directory App - Coworker



# Coworker (Employee Directory)

<https://github.com/sencha-extjs-examples/Coworker>

Home

Good evening, **Joyce**

MY MANAGER  
Amanda Myers

MY ORGANIZATION  
Research & Development

MY OFFICE  
Doe Crossing

Tuesday, March 28  
20:07pm

Recent

Upcoming

Past

Mar 25 | Birthday

**Frank Cruz**  
Marketing Assistant  
45 years old

Mar 25 | Anniversary

**Gerald Hamilton**  
Research Associate  
2 years

Mar 23 | Birthday

**Justin Rivera**  
Food Chemist  
35 years old

Mar 20 | Birthday

**Steven Garcia**  
Analog Circuit Design manager  
28 years old

Mar 20 | Birthday

**Brandon Harvey**  
Structural Analysis Engineer  
50 years old

Mar 20 | Anniversary

**Pamela Riley**  
Senior Cost Accountant  
5 years

Recent Activity

See All

**chris.carroll**  
March 28, 2017

**harry.burns**  
March 28, 2017

**norma.alexander**  
March 24, 2017

**scott.allen**  
March 24, 2017

**scott.allen**  
March 24, 2017

**wayne.bishop**  
March 24, 2017

Profile

**Chris Carroll**  
Senior Developer

Details

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BIRTHDAY  
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ENTRY DATE  
February 23rd, 2015 (2 years)

LINKEDIN  
chris.carroll

Doe Crossing  
Kitakata, Japan

Human Resources  
Managed by Frank Knight

Recent Activity

Employees

A

**Norma Alexander**  
Programmer IV

**Scott Alexander**  
Research Assistant I

**Craig Allen**  
Office Assistant III

**Willie Allen**  
Financial Analyst

**Scott Allen**  
Paralegal

**Jeffrey Allen**  
Geological Engineer

B

**Rachel Alvarez**  
Computer Systems Analyst I

**Gloria Armstrong**  
Account Coordinator

**Raymond Baker**  
Senior Structural Analysis Engineer

**Norma Baker Sr**  
Marketing Manager

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# Development Approach / Best Practices

- Architect with Universal in mind... even if it was just mobile, or just desktop
- When architecting for all platforms
  - **Use only Modern toolkit.** Comes at the expense of legacy browser support, but gives a lot of flexibility with CSS, responsive, etc., and avoids any duplication across classic & modern views
  - **Avoid device specific theme**, start with something neutral such as Material, Neptune, or Triton
  - **Organize views** into a) **universal**, b) **profile-based**
  - **Share all (almost) logic and data** (controller and model) across platforms, **more shareable** than views
  - Adopt a “**whatever first**” implementation **for the view**, “**universal first**” implementation for the **controller and model**

# Development Approach / Best Practices

- Approach for implementing views:
  - When **almost similar** across profiles, **start as universal view**, then customize by creating derived views at the profile level
  - When views are **significantly different** across profiles, **create view for one** profile, **duplicate** it to the other and modify
  - Finally, if there are **similar parts**, **refactor** into universal base views and derived views
- Use profiles to instruct your app what views to use based on rules
- Modern toolkit allows CSS layouts, making it easy to adjust layout (especially for content heavy screens)



# Questions?



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