Designing MOBILE APPS with HTML5 & CSS3
JOHANNES IPPEN
Senior Graphics Designer, Wooga

FLORIAN FRANKE
Interactive Designer, made in
Laker is a compendium of files, frameworks, styles and tips for designing digital publications in HTML5.

CORE FEATURES

- Distribute your publication as an app for iPhone and iPad. The layout scales automatically depending on screen size and orientation.
- Swipe to change pages (on iPad & iPhone).
- DoubleTap to show a table of contents (on iPad & iPhone).
- Implement native looking slideshows (on iPad & iPhone).
- Include sound, YouTube videos, images, multi-column layouts and more.
- The layout even adapts to a desktop browser (experimental).
100,000
All made with ... HTML5
No AppStore
Cloud-based
Independent
Easy
HTML5 ROCKT!
WEBSITES vs APPS
Solve Problems

Look & Feel

Create Experience
Hi Johannes Ippen,

Sako Salovaara, Casually Evil Overlord at Rust0, is now following you on SlideShare.

Why not follow back Sako Salovaara?

Followers 0
Following 1
A simpler, faster more social SoundCloud

A simpler, faster more social SoundCloud that helps music and audio creators like you share your creations.
profile interviews on your iPad.
tw.appstore.com/ZqF

Pictory @Pictory
The Grand Canyon Railway.
tmblr.co/ZIkS-xLRkdY

Daring Fireball @daringfire… 15 Min.
Crummy Non-Retina iPad
Magazines: df4.us/jfd

Magnum Photos @Magnum… 15 Min.
Apply to become a member of
Magnum Photos, 2012
Submissions are now open!!
Deadline is 08/06/12. For details go here - bit.ly/yBZubJ

Jeremy Widen @jdwid 2 Std.
Registration complete, plane
tickets booked.. now I just need a
EU calls for IMF to boost its war chest

€200bn increase in fiscal rescue fund is the least ambitious of three options laid out by the European Commission, which includes an option to raise the ceiling to as much as €900bn

China censors microblog websites

Censorship has throttled debate but the world of microblogging is too nimble for authorities to completely prevent the spread of information

Swiss arrest warrants for German tax inspectors

Selling confidential client information is a serious crime in Switzerland, which has strict laws on bank secrecy, enforceable by prison sentences

Muslim Brotherhood aims for Egyptian presidency

The candidacy of Khairat al-Shater, the group’s deputy leader, is likely
HOW TO design an app?
Identify the PROBLEM
In which situation will the app be used?
STORYBOARD helps you understand
Ich frage mir, wie groß der Hai wird.
WIREFRAMES

& user flow
SHARKY

Wie groß wird der Hai?

#2
USABILITY TEST
DON'T TELL
the user what to do, let him
SOLVE
the problem
DON'T TEST YOUR USER

you are testing the App!
DON'T LISTEN

to what the user wishes

OBSERVE

what he does
HTML5
CSS3
JAVASCRIPT
don’t reinvent the wheel

TOOLS
### Buttons

<table>
<thead>
<tr>
<th>Button</th>
<th>class</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default</td>
<td>`btn</td>
<td>Standard gray button with gradient</td>
</tr>
<tr>
<td>Primary</td>
<td><code>btn btn-primary</code></td>
<td>Provides extra visual weight and identifies the primary action in a set of buttons</td>
</tr>
<tr>
<td>Info</td>
<td><code>btn btn-info</code></td>
<td>Used as an alternative to the default styles</td>
</tr>
<tr>
<td>Success</td>
<td><code>btn btn-success</code></td>
<td>Indicates a successful or positive action</td>
</tr>
<tr>
<td>Warning</td>
<td><code>btn btn-warning</code></td>
<td>Indicates caution should be taken with this action</td>
</tr>
<tr>
<td>Danger</td>
<td><code>btn btn-danger</code></td>
<td>Indicates a dangerous or potentially negative action</td>
</tr>
<tr>
<td>Inverse</td>
<td><code>btn btn-inverse</code></td>
<td>Alternate dark gray button, not tied to a semantic action or use</td>
</tr>
</tbody>
</table>

**Buttons for actions**

As a convention, buttons should only be used for actions.

**Multiple sizes**

Fancy larger or smaller buttons? Add `.btn-lg` or `.btn-sm`.

**One class, multiple tags**

Use the `.btn` class on an `<a>`, `<button>`, or `<input>`.
Zepto is a minimalist JavaScript library for modern browsers with a largely jQuery-compatible API. If you use jQuery, you already know how to use Zepto.

Learn better JavaScripts. Learn from Zepto’s clear and concise source code on how your favorite methods are implemented. Level up your code-fu!

While 100% jQuery coverage is not a design goal, the APIs provided match their jQuery counterparts. The goal is to have a ≤5.1kb modular library that downloads whatever you specifically need.
JQUERY MOBILE

jQuery Mobile: Touch-Optimized Web Framework for Smartphones & Tablets

A unified, HTML5-based user interface system for all popular mobile device platforms, built on the rock-solid jQuery and jQuery UI foundation. Its lightweight code is built with progressive enhancement, and has a flexible, easily themeable design.

Latest stable version - 1.1.0
Legacy version - 1.0.1

Seriously cross-platform with HTML 5...
Sencha Touch is a Mobile App Development Platform that allows you to build mobile web apps with HTML5. It is the best framework for building HTML5 mobile apps for iPhone, Android, and BlackBerry. With over 50 built-in components, state management, and a built-in MVC system, Sencha Touch 2 provides everything you need to create immersive mobile apps.
A look into the FUTURE
HTML5 IS HERE
and it's here
TO STAY
WEB GL

on mobile? Hell, yeah!
WEB RTC
MAINSTREAM

your grandma uses webapps, too.
HTML5 ROCKT!