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Never mind the **Mobile** Web; Here's the **Device** Web

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Talking About...

- Client-side feature detection
- Server-side feature detection
- Responsive Web Design
- WURFL

Developers are **NOT** scared of working long hours.

Developers are scared of **not looking** smart.

Why having **3+ views** when a smart framework can adapt **one** logical view to nearly **any** screen size?

How would you like to be?

SMART?

NOT-SO-SMART?

Why on earth are people buying so **many** different devices if we developers **ignore them** all and boil it down to CSS to provide different views?

Web performance is important right?

Desktop and devices are not the same

Misconceptions

- My site is good enough on mobile devices.
- Mobile users expect pages to be slow.
- We'll provide an app for that.
- Mobile users only care about doing things.
- Mobile users love to pinch-and-zoom.

We'll provide an app

- **How many apps?**
  - Web is device neutral

- **How written?**
  - Hybrid? Native?

Good enough on mobile devices

- **How about latency?**
  - Interval between request and response
  - Up to 300 milliseconds

- **How about connection?**
  - 3G can be 15 times slower than wifi

You have **NO CONTROL** over these things

Golden Rules of Any Mobile Strategy

1 **Make sites accessible to devices**
Recognize and intelligently serve classes of devices.

2 **Provide an app for some platforms**
Device sites are an excellent analysis of what you need.

Responsive Web Design

- **Based on CSS Media Queries**
  - http://www.w3.org/TR/css3-mediaqueries
  - Conditional CSS style sheets
  - Automatically applied by browsers

- **Proportional layout**
  - Fluid grids, percentage-based sizes
  - Visual breakpoints

```html
<link type="text/css"
      rel="stylesheet"
      href="view480.css"
      media="only screen and (max-width: 480px)">


<link type="text/css"
      rel="stylesheet"
      href="view800.css"
      media="only screen and (max-width: 800px)">
```

| Browser Property	Description
device-width, device-height	Width and height of the physical device screen.
width, height	Width of the rendering viewport—i.e., the browser's window.
orientation	Returns portrait when height is greater or equal than width. Otherwise, it returns landscape.
aspect-ratio	Indicates the ratio between width and height. It's a value such as "16/9".
device-aspect-ratio	Indicates the ratio between device-width and device-height. It's a value such as "16/9".

Where does MOBILE fit in RWD?

Why server-side solutions seem scary to (some? many? most?) people?

```
Mozilla/5.0 (Linux; Android 4.0.3; GT-P3110
Build/IML74K) AppleWebKit/535.19
(KHTML, like Gecko) Chrome/18.0.1025.166
Safari/535.19
```

It's all about user-agent strings...
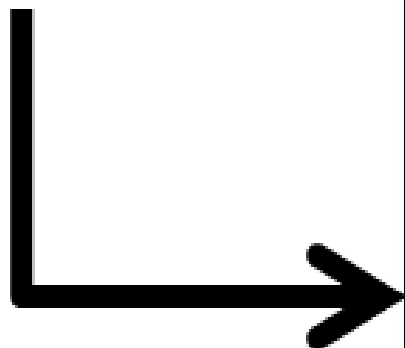
UA	Capabilities

The importance of having device-specific views.

Serving **intelligent** markup.

DEMO

Media Queries

Display modes

WURFL

Enable **WURFL.js** as below

```html
<script type="text/javascript"
        src="http://wurfl.io/wurfl.js">
</script>
```

Here's what you get in the DOM

```javascript
var WURFL = {
    "complete_device_name":"iPhone 5",
    "is_mobile":true,
    "form_factor":"Smartphone"};
```

Bootstrap

~~CSS~~ is NOT

omnipotent.

Are you?

Nobody can afford slow mobile pages.

Be specific. Serve fast.

The Bottom Line

- Server-side better than RWD for bandwidth
- Serve markup intelligently when you need it
- Powerful alternative/prerequisite to native apps
- RWD is first-aid

http://www.pluralsight.com/courses/description/
device-driven-web-solutions-wurfl

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