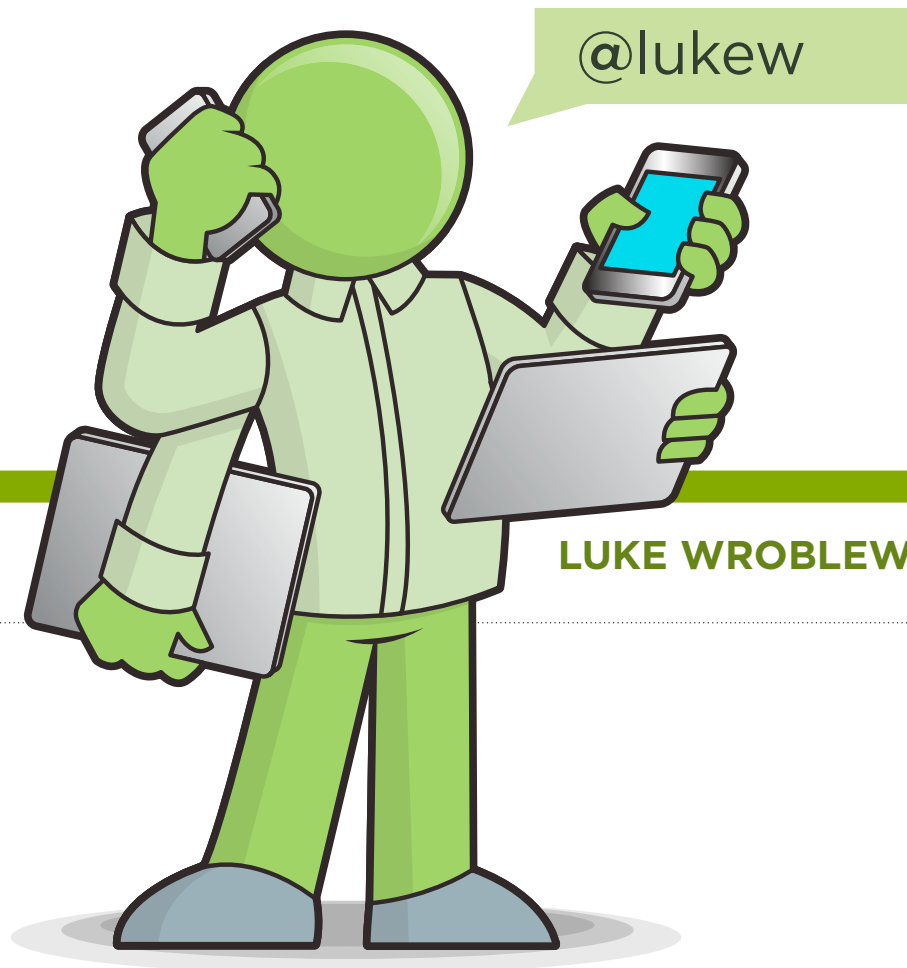


ONE DESIGN

TO RULE THEM ALL



BREAKING DEV 2013

LUKE WROBLEWSKI

LUKEW
IDEATION + DESIGN



4.3"

5.5"

7.9"

12.5"

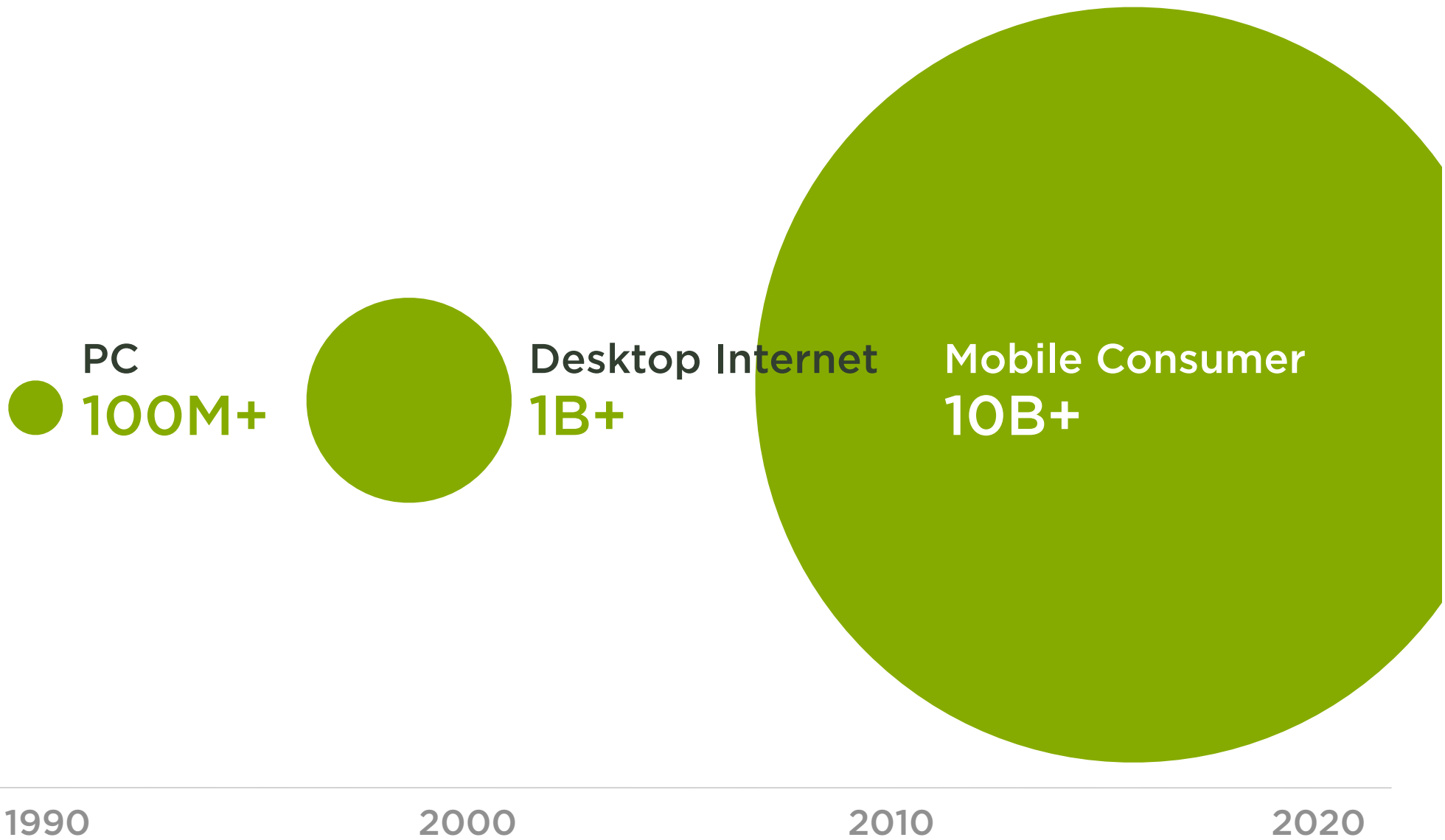
Screen: 4.3" Screen: 5.5" Screen: 12.5" with 1920 x 1080 pixels and 163 ppi
 Browser: Chrome Browser: Chrome Browser: Internet Explorer 10
 OS: Google Android OS: Google Android OS: Microsoft Windows 8 RT

Motorola Droid RAZR M

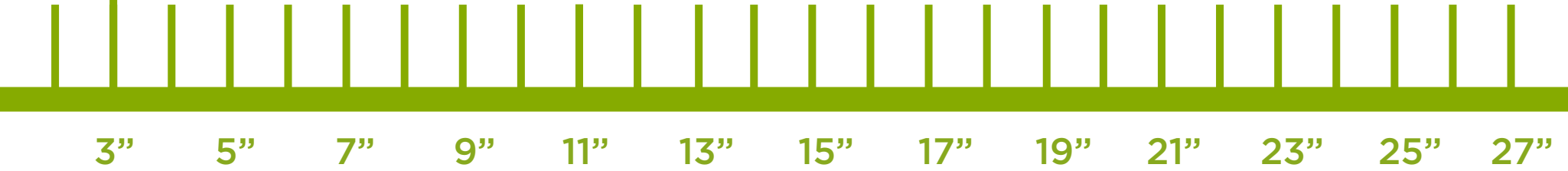
Samsung Galaxy Note II

Apple iPad Mini

Dell XPS 12



SMARTPHONE



SMARTPHONE



3.1"

Palm Pre



3.5"

iPhone 3GS



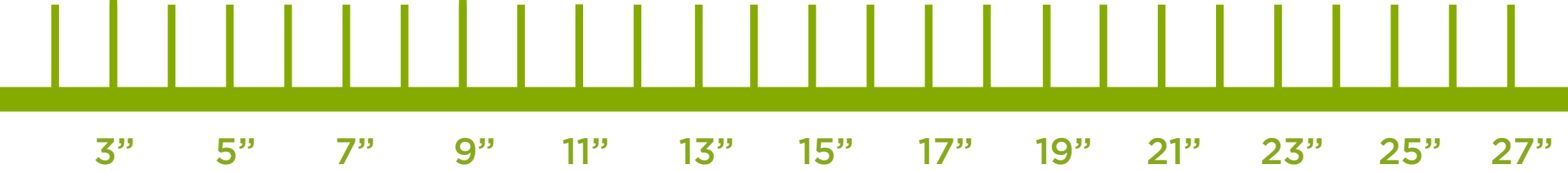
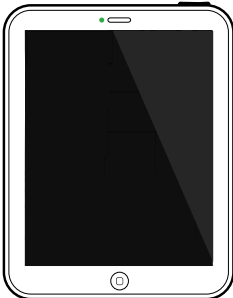
3.7"

HTC Nexus One

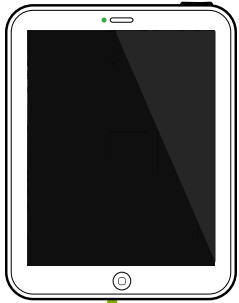
SMARTPHONE



TABLET



TABLET



9.7"

Apple iPad

IPAD



94% of tablet traffic
May 2012

98% of tablet traffic
Sept 2012

91% of tablet traffic
on Web

TABLETS



End of 2012 Sales

46% Apple

15% Samsung

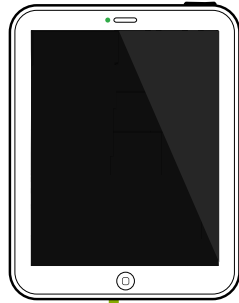
11% Amazon

89% of Amazon tablets in US
59% of Android tablet usage in US

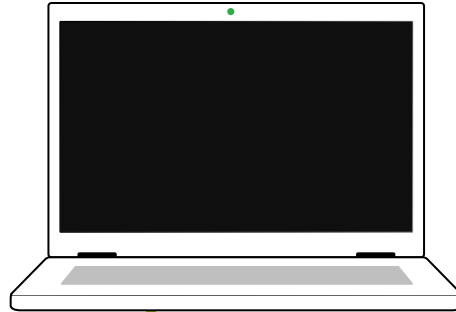
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

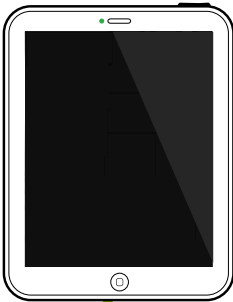
MOBILE

WEB SITE

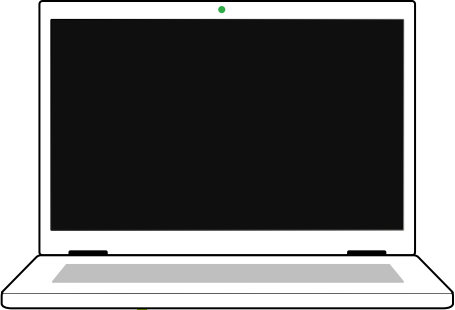
SMARTPHONE



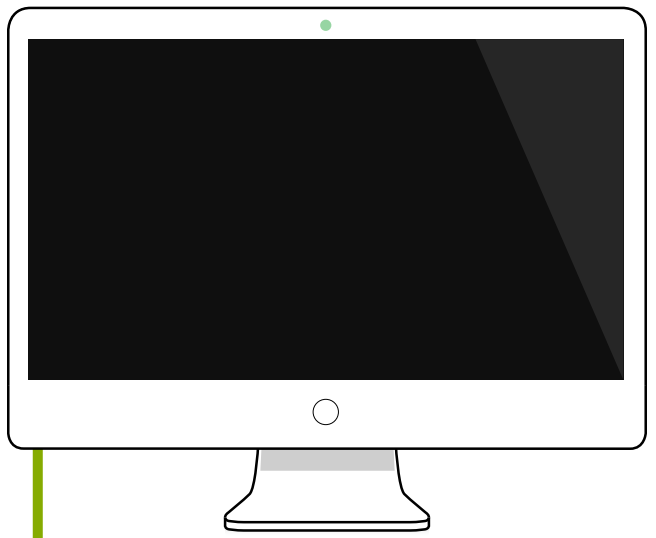
TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

MOBILE

TABLET

WEB SITE

SMARTPHONE



3.5"

iPhone 3GS



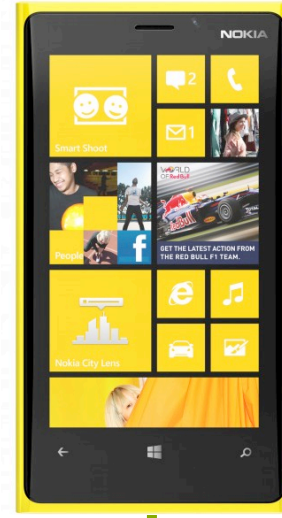
4.0"

HTC Windows
Phone 8S



4.3"

Motorola Droid
RAZR M



4.5"

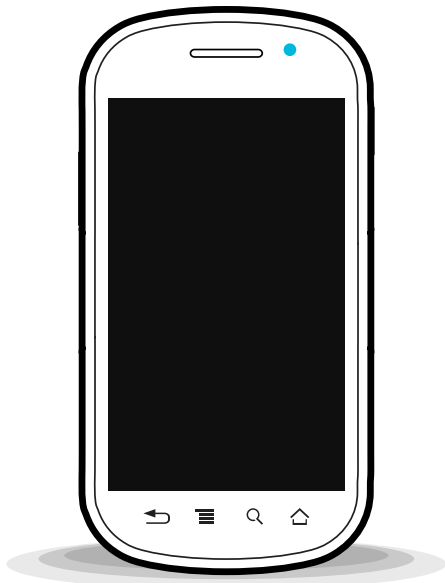
Nokia Lumia 920



4.7"

LG Nexus 4

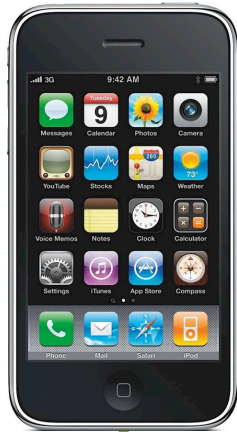
MOBILE



29% Android smartphones sold in last 3 months were over 4.5"

5M iPhone5 (4") sales in first 24 hours

SMARTPHONE



3.5"

iPhone 3GS



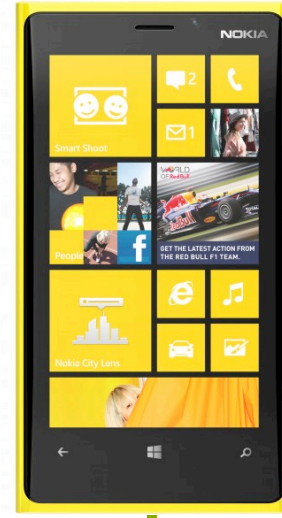
4.0"

HTC Windows Phone 8S



4.3"

Motorola Droid RAZR M



4.5"

Nokia Lumia 920



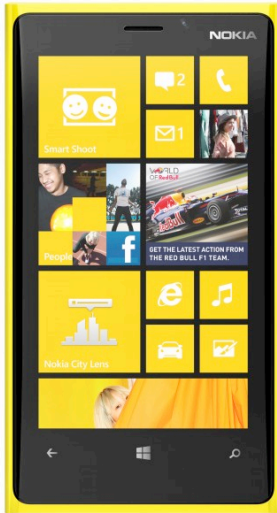
4.7"

LG Nexus 4



4.3"

Motorola Droid
RAZR M



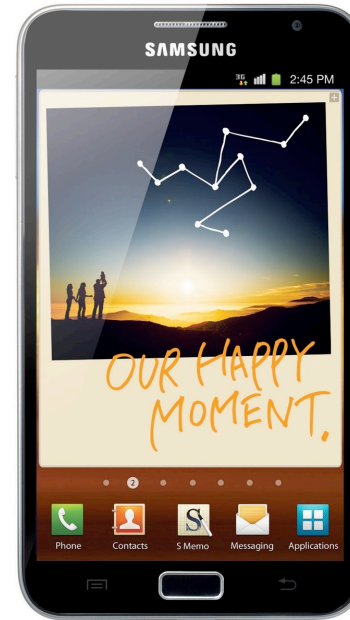
4.5"

Nokia Lumia 920



4.7"

LG Nexus 4



5.3"

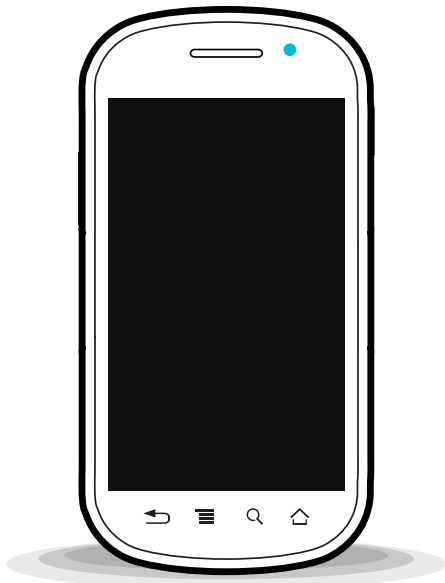
Samsung Galaxy Note



5.5"

Samsung Galaxy Note II

MOBILE



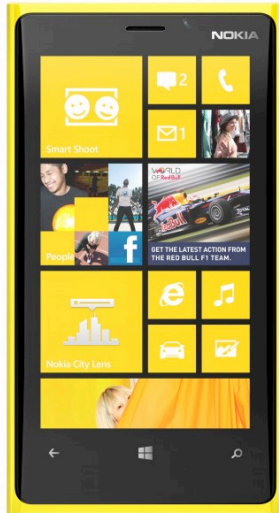
25M 2012 shipments
of 5+ inch phones

60M 2013 shipments
of 5+ inch phones



4.3"

Motorola Droid
RAZR M



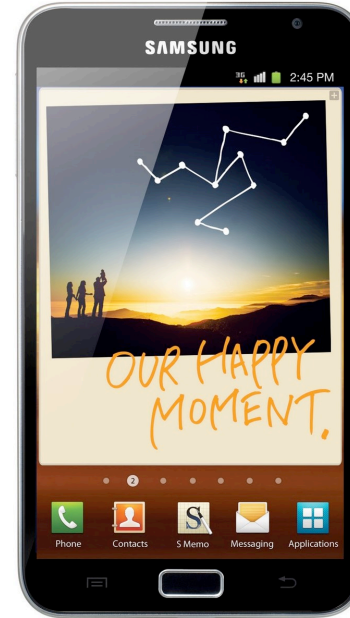
4.5"

Nokia Lumia 920



4.7"

LG Nexus 4



5.3"

Samsung Galaxy Note



5.5"

Samsung Galaxy Note II



5.5"

Samsung Galaxy Note II



6.1"

Huawei Ascend Mate



7.0"

Asus FonePad



ASUS fonepad™

Fun and Call in One

ASUS Fonepad features an Intel Atom Z2420 CPU and has a built-in 3G phone. The beautifully designed metallic finish and the 7" IPS display combine for your multimedia enjoyment.





5.5"

Samsung Galaxy Note II



6.1"

Huawei Ascend Mate



7.0"

Asus FonePad



7.0"

Asus FonePad



8.0"

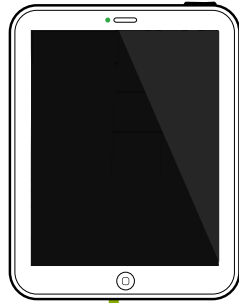
Samsung Galaxy Note 8



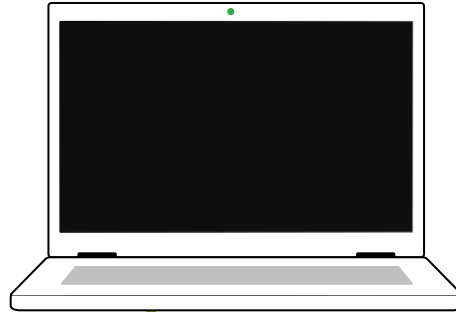
SMARTPHONE



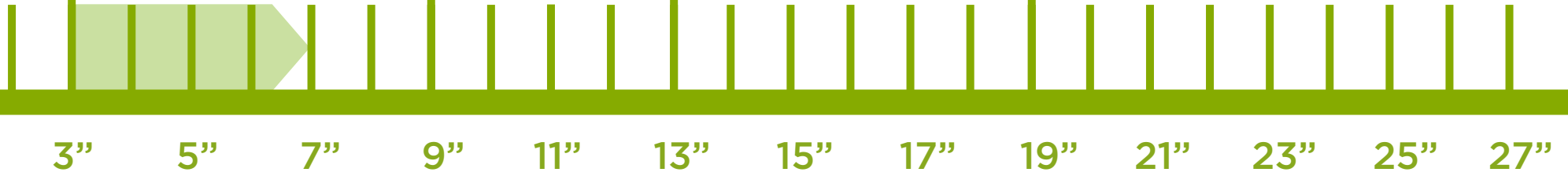
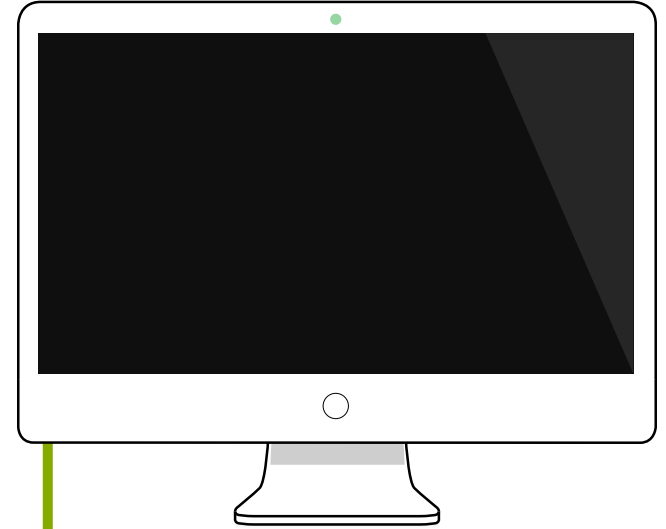
TABLET



LAPTOP



DESKTOP

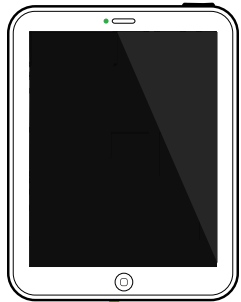


MOBILE

TABLET

WEB SITE

TABLET



9.7"

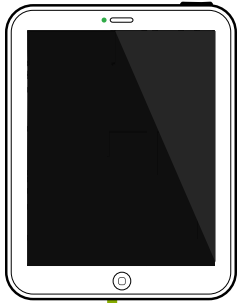
Apple iPad



10.1"

Lenovo ThinkPad Tablet 2
Acer Iconia Tab W510
Dell Latitude 10
Dell XPS 10
Asus Vivo Tab RT

TABLET



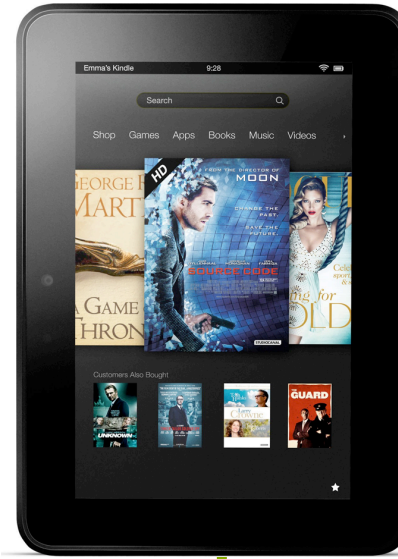
7.0"

Google Nexus 7



7.9"

Apple iPad Mini



8.9"

Kindle Fire HD



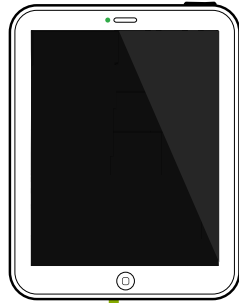
9.7"

Apple iPad

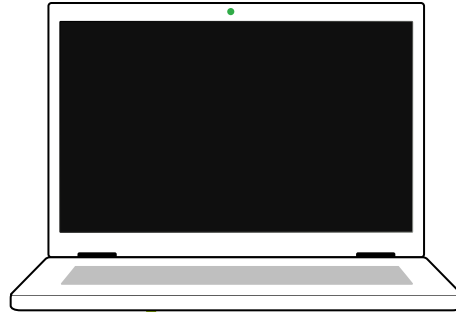
SMARTPHONE



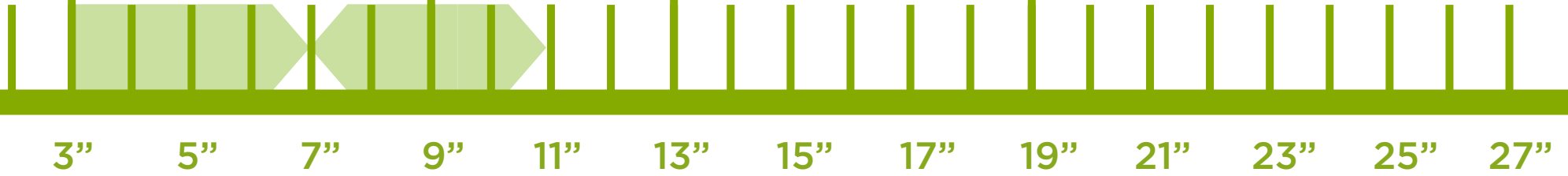
TABLET



LAPTOP



DESKTOP

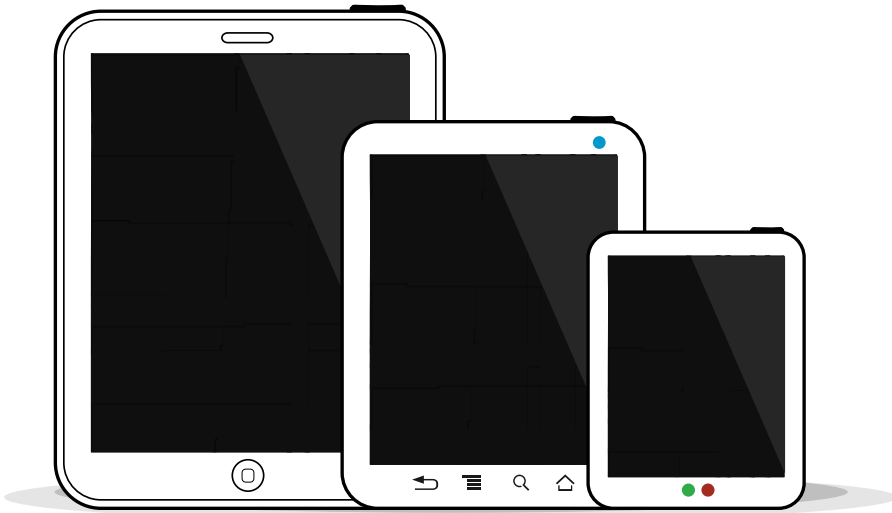


MOBILE

TABLET

WEB SITE

TABLETS



7 Inch Tablets

12% TO **41%**

10 Inch Tablets

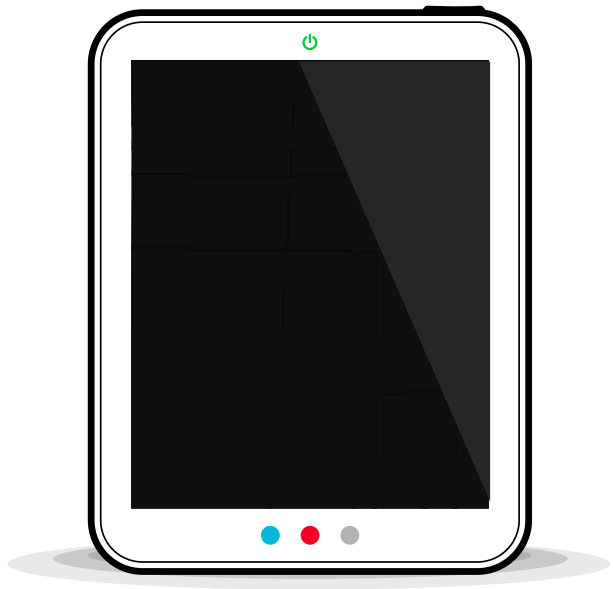
67% TO **40%**



Are tablets mobile devices?



TABLETS



6% of sessions on cell networks

30% of time used while watching TV

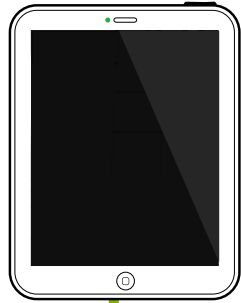
21% of time used while in bed



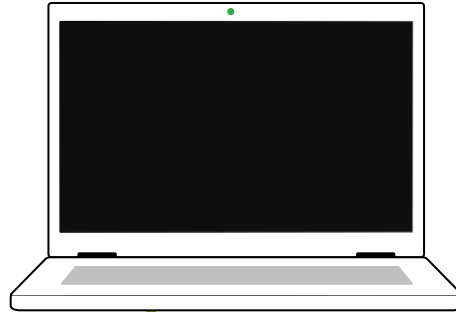
SMARTPHONE



TABLET



LAPTOP



DESKTOP



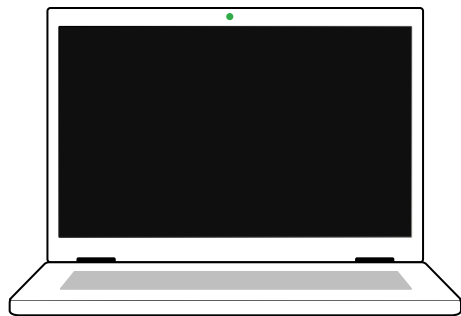
3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

MOBILE

TABLET

WEB SITE

LAPTOP



11"

13"

15"

Apple Macbook Air

Apple Macbook Air

Apple Macbook Pro



13"

Apple Macbook Air



15"

Apple Macbook Pro



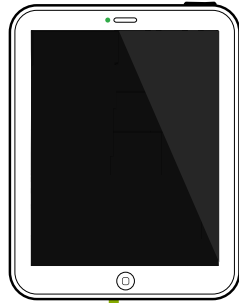
17"

Apple Macbook Pro

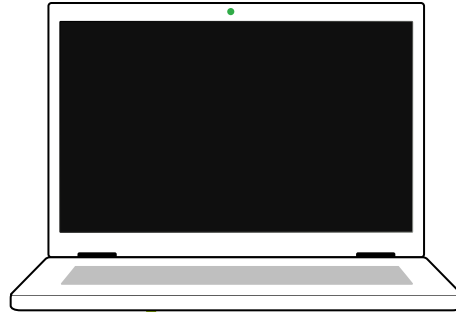
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

MOBILE

TABLET

WEB SITE

DESKTOP



17"

Samsung Display



19"

Samsung Display



17"

Samsung Display



19"

Samsung Display



21"

Samsung Display



21.5"

27.5"

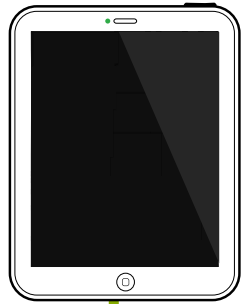
Apple iMac

Apple iMac

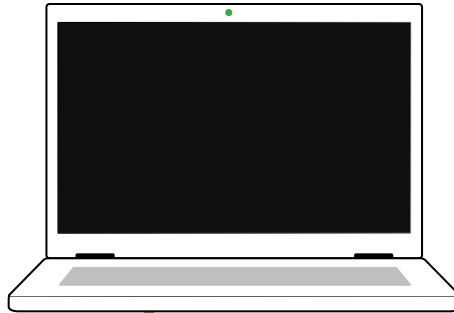
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

MOBILE

TABLET

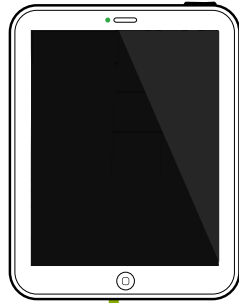
WEB SITE

Where do you draw the line?

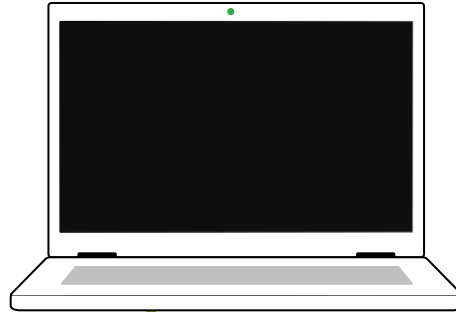
SMARTPHONE



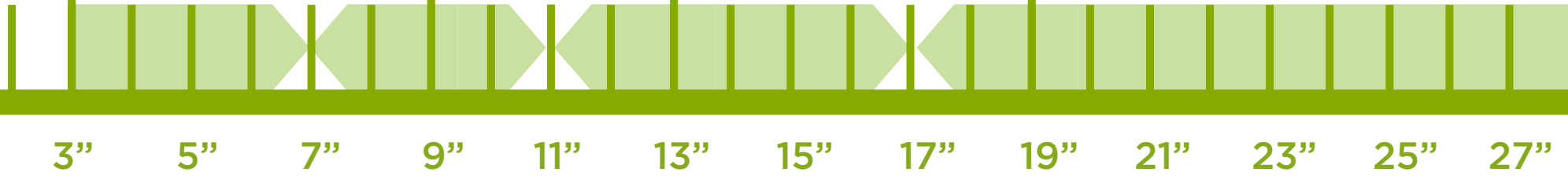
TABLET



LAPTOP



DESKTOP



SIZE CONTINUUM

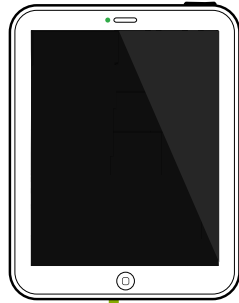


- 1B** smartphones & tablets across world
- 2K** unique models in last month
- 200** top devices represent 80% of use

SMARTPHONE



TABLET



LAPTOP



DESKTOP

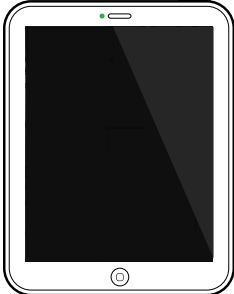


3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

SMARTPHONE



TABLET



SMALL

MEDIUM

PHABLETS

SMALL

FULL SIZE

3"

5"

7"

9"

11"

SMARTPHONE



TABLET



Device Models

SMALL MEDIUM PHABLETS SMALL FULL SIZE

3" 5" 7" 9" 11"

16% 69% 2% 6% 7%

SMARTPHONE



TABLET

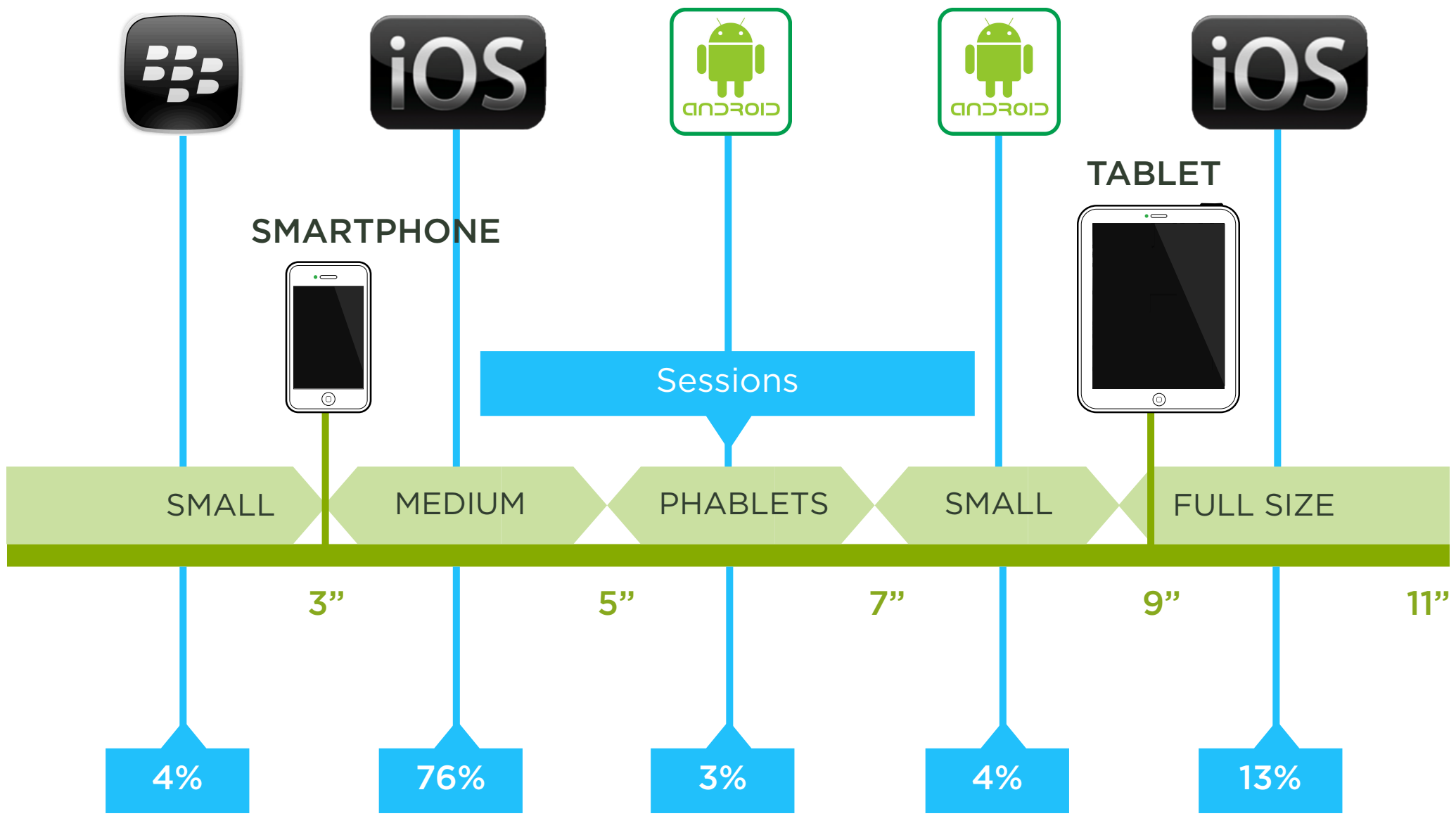


Active Users

SMALL MEDIUM PHABLETS SMALL FULL SIZE

3" 5" 7" 9" 11"

7% 72% 3% 5% 13%





75%

smartphones shipped at
end of 2012



15%

smartphones shipped at
end of 2012

5.5%

of online 2012 shopping

18.7%

of online 2012 shopping

18%

mobile browser activity

67%

mobile browser activity

3%

downloads of Adobe digital
magazines

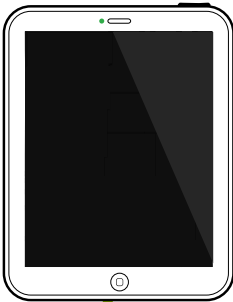
97%

downloads of Adobe digital
magazines

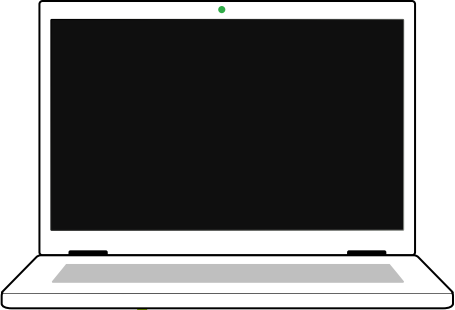
SMARTPHONE



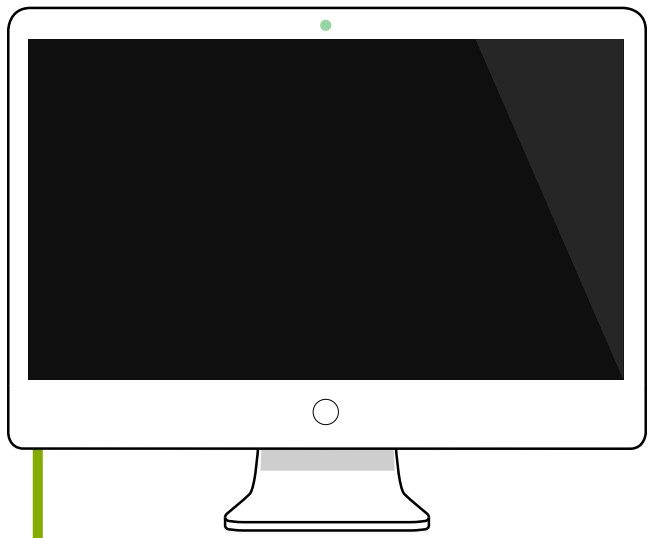
TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

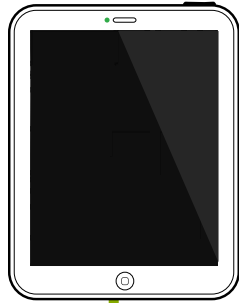
PALM LAP DESK

TOUCH/GESTURES CURSOR/KEYBOARD

SMARTPHONE



TABLET



4.0"

HTC Windows
Phone 8S



7.0"

Google Nexus 7



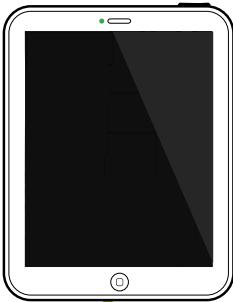
9.7"

Apple iPad

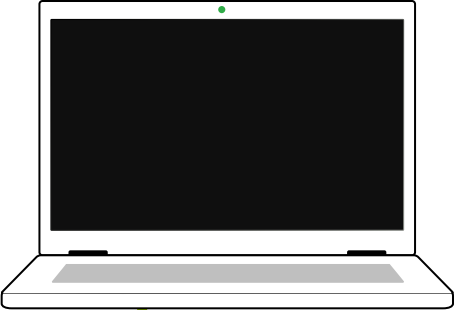
SMARTPHONE



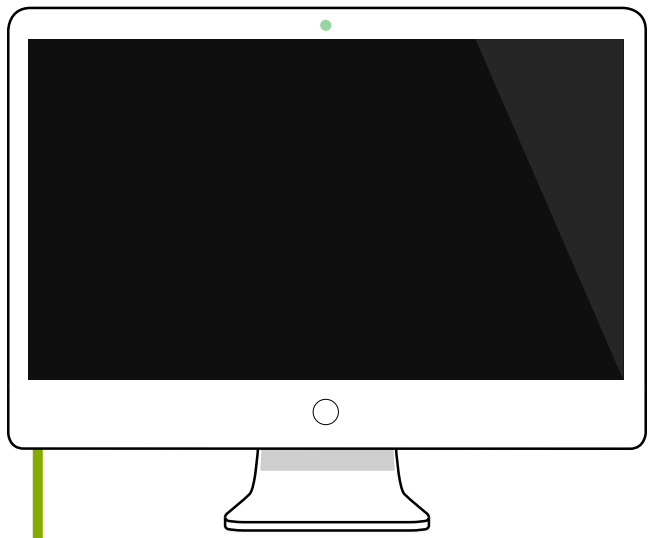
TABLET



LAPTOP



DESKTOP

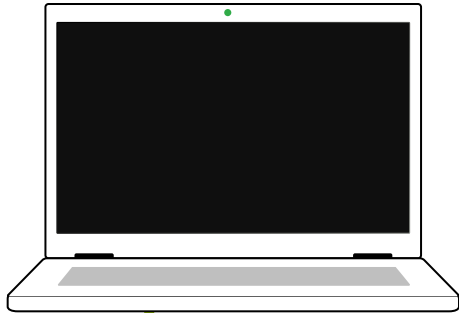


3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

PALM LAP DESK

TOUCH/GESTURES CURSOR/KEYBOARD

LAPTOP



11.6"

Lenovo IdeaTab Lynx



12.5"

Lenovo ThinkPad Twist



11.6"

Lenovo IdeaTab Lynx



12.5"

Lenovo ThinkPad Twist



13.3"

Lenovo IdeaPad Yoga





12.5"

Dell XPS 12





40M licenses sold Dec 2012

6% Surface share of Windows 8 devices

6% of notebook sales are hybrids



11.6"

Lenovo IdeaTab Lynx



12.5"

Lenovo ThinkPad Twist



13.3"

Lenovo IdeaPad Yoga

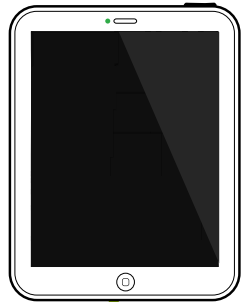


Chromebook Pixel

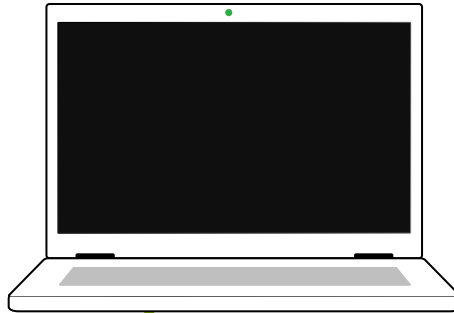
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

MOBILE

TABLET

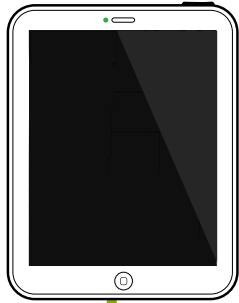
WEB SITE

Where do you draw the line?
What's a tablet?

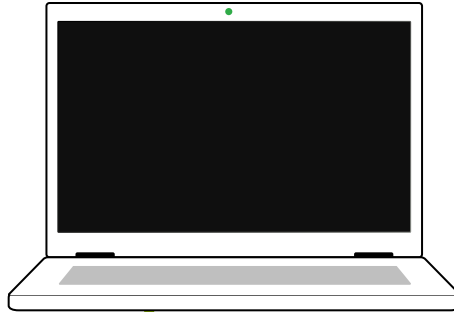
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

PALM

LAP

DESK

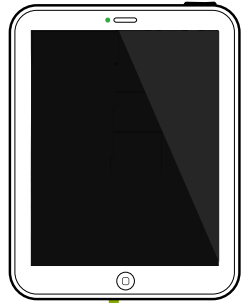
TOUCH/GESTURES

CURSOR/KEYBOARD

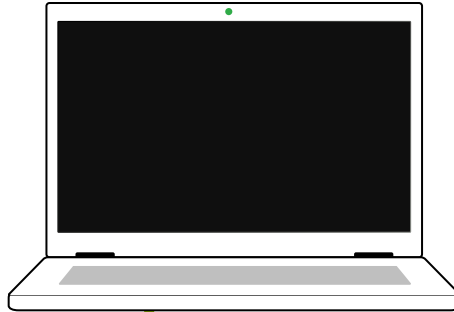
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

PALM

LAP

DESK

TOUCH/GESTURES

CURSOR/KEYBOARD

DESKTOP



20"

Sony Tap 20







lenovo® FOR
THOSE
WHO DO.

DESKTOP



21.5"

Apple iMac



27.5"

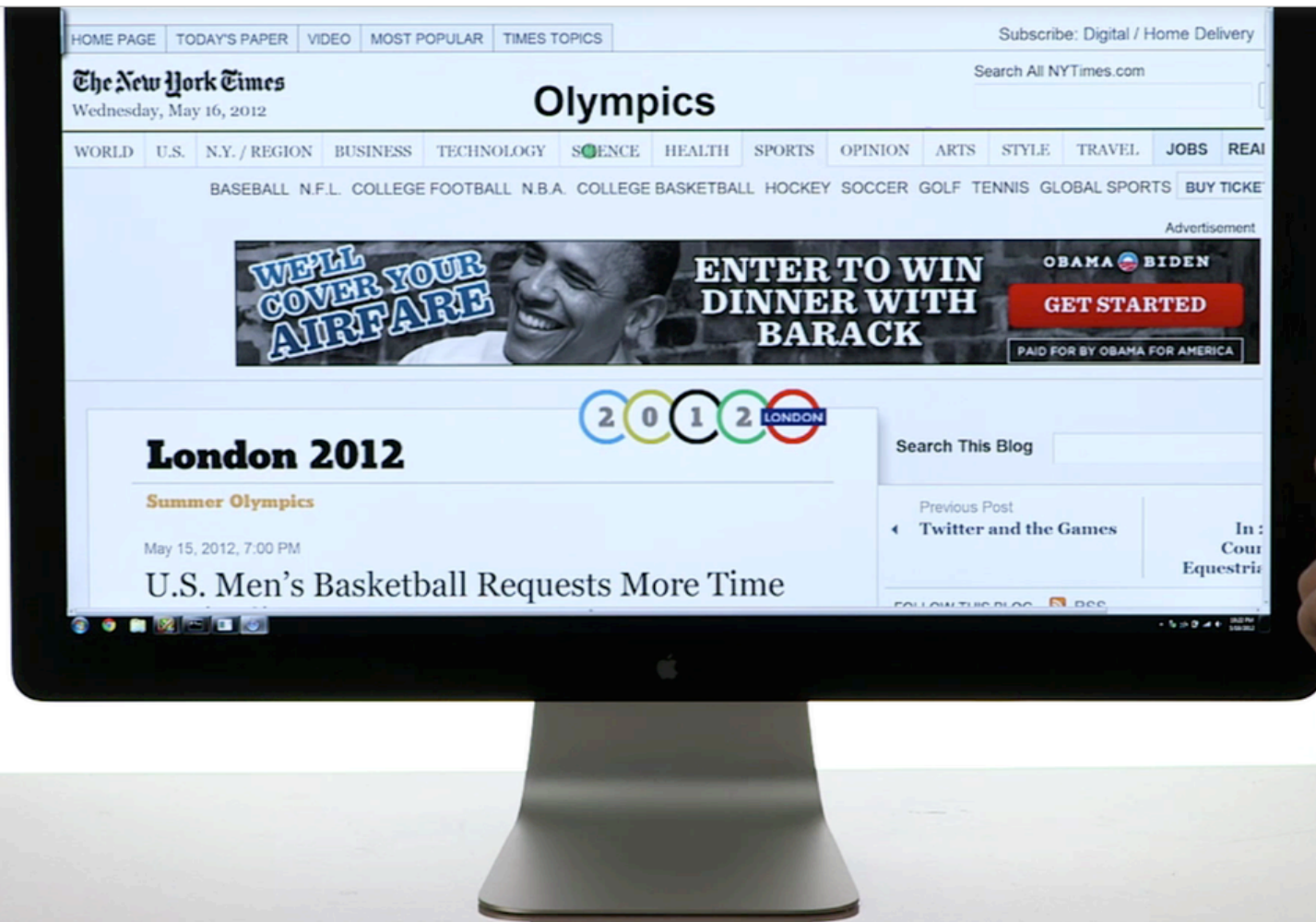
Apple iMac



LEAP



Will be bundled with Asus computers.



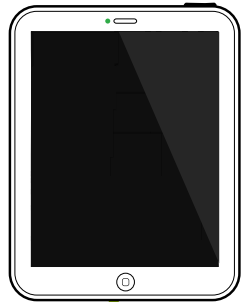


Air View

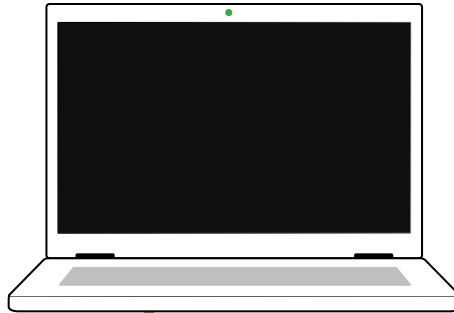
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

PALM

LAP

DESK

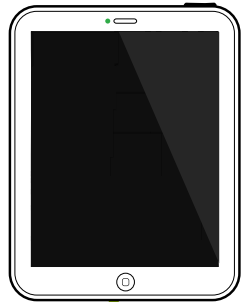
TOUCH/GESTURES

CURSOR/KEYBOARD

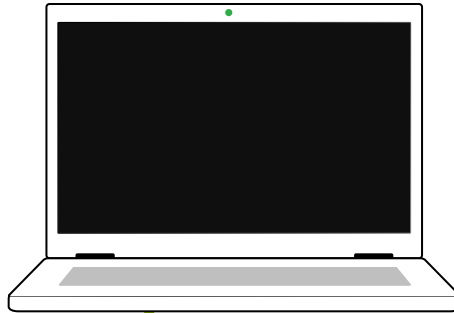
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

PALM

LAP

DESK

TOUCH/GESTURES

CURSOR/KEYBOARD

SMARTPHONE



3.1"

Palm Pre



3.7"

HTC Nexus One



4.0"

Samsung Captivate



Trackball (cursor)

3.7"

HTC Nexus One



Keyboard

4.0"

Samsung Captivate



Keyboard

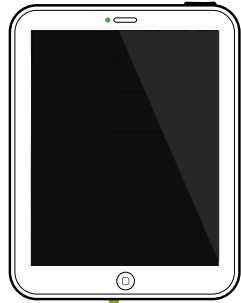
4.3"

Motorola Droid RAZR

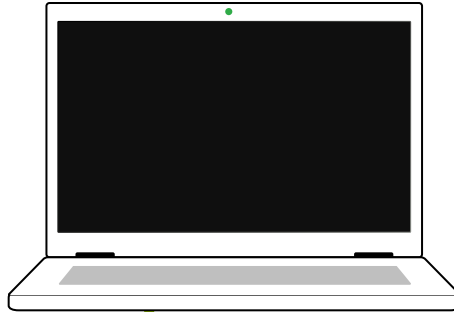
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

PALM

LAP

DESK

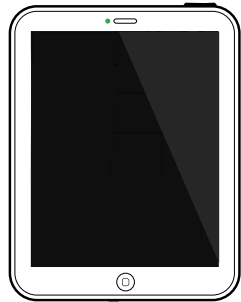
TOUCH/GESTURES

CURSOR/KEYBOARD

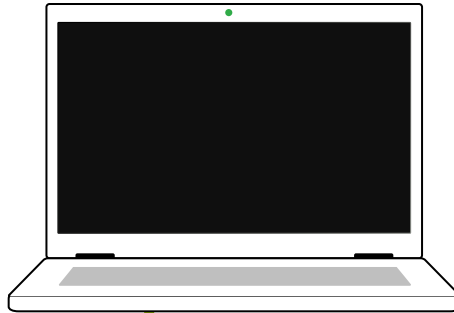
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

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SMARTPHONE

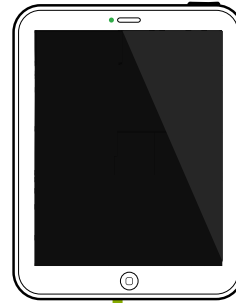


326 ppi

4.0"

Apple iPhone 5

TABLET



297 ppi

9.7"

Apple iPad



9.7"

Apple iPad

LAPTOP



220 ppi

15"

Apple Macbook Pro Retina



118

PIXELS/INCH

Leading
laptops

239

PIXELS/INCH

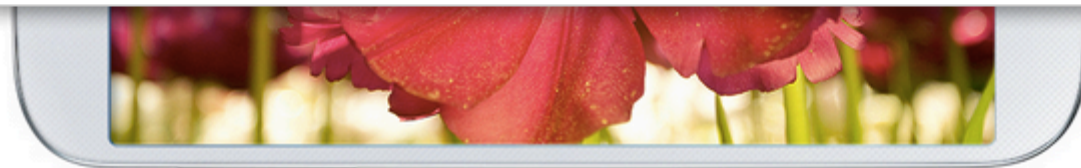
Chromebook
Pixel

Chromebook Pixel

Super-wide FULL HD Screen



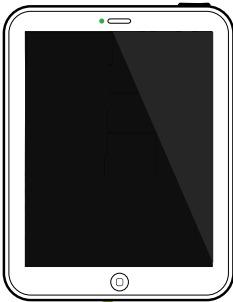
5-inch display with **441ppi** and 1920x1080



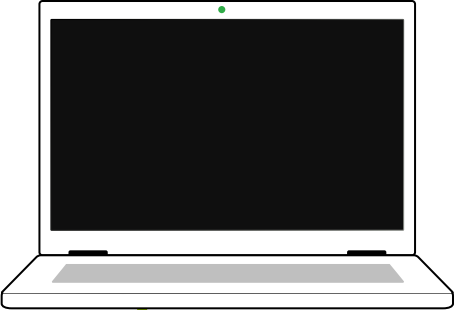
SMARTPHONE



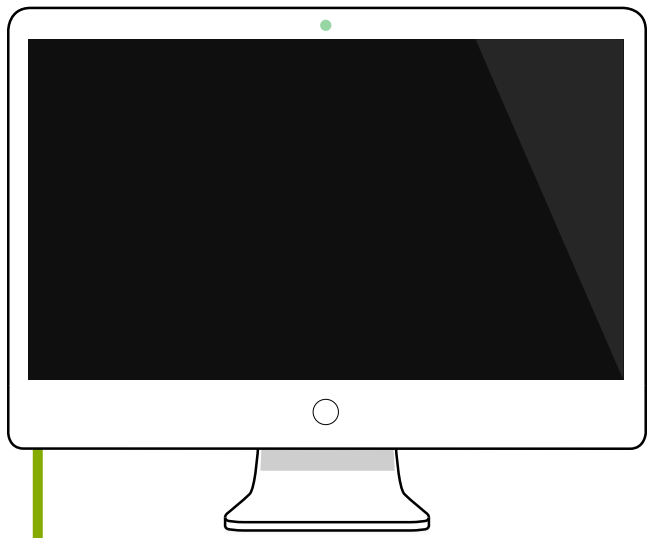
TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

PALM LAP DESK

TOUCH/GESTURES

CURSOR/KEYBOARD

HIGH-DPI

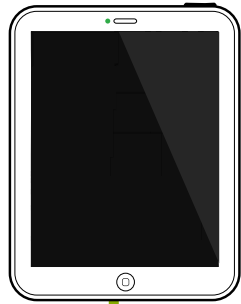
MULTI-DEVICE DESIGN

1. Support a Continuum of Screens
2. Account for High Resolution
3. Optimize for Touch
4. Support Cursor & Keyboard

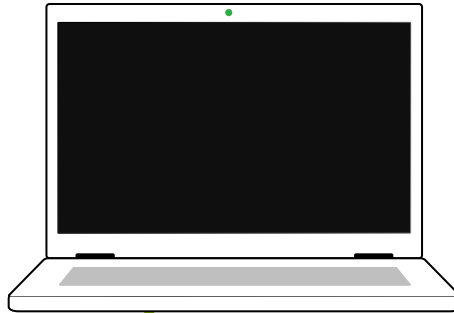
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

MOBILE

TABLET

WEB SITE

Limited content/
features

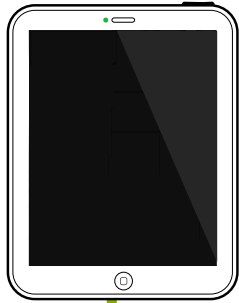
What can we cut out?

DESIGN & BUILD MOBILE FIRST

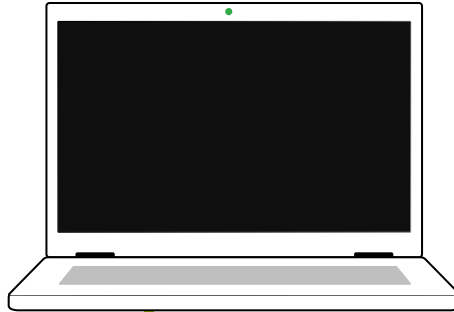
SMARTPHONE



TABLET



LAPTOP



DESKTOP



3" 5" 7" 9" 11" 13" 15" 17" 19" 21" 23" 25" 27"

PALM

LAP

DESK

TOUCH/GESTURES

CURSOR/KEYBOARD

HIGH-DPI

MULTI-DEVICE DESIGN

1. Work Mobile First
2. Support a Continuum of Screens
3. Account for High Resolution
4. Optimize for Touch
5. Support Cursor & Keyboard

GOOD NEWS

You only need one Web design: a multi-device design.

BAD NEWS

It's a new & different way of doing
Web design.

We're spending 3 days talking about it!

Do we compromise other experiences by starting with mobile?

DESIGN & BUILD MOBILE FIRST

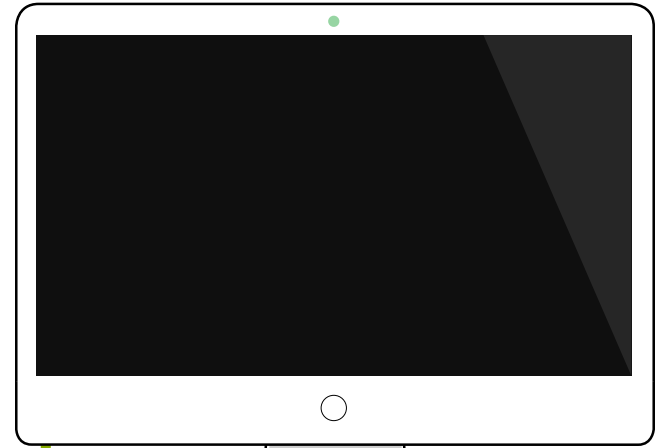
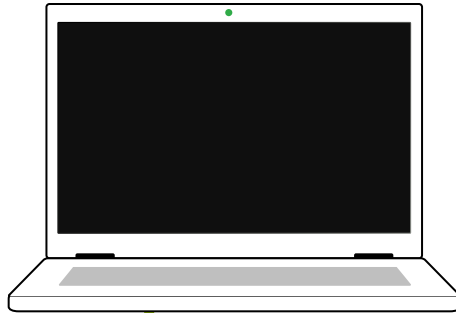
SMARTPHONE



TABLET



LAPTOP



What about this direction?

And this one!



Context! Don't people use different devices in different ways?

3"

5"

PALM

LAP

DESK

TOUCH/GESTURES

CURSOR/KEYBOARD

HIGH-DPI

Apple iPhone Wrist



Google/glass



THANKS



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IDEATION + DESIGN