ONE DESIGN
TO RULE THEM ALL

@lukew

BREAKING DEV 2013
LUKE WROBLEWSKI
Motorola Droid RAZR M
Screen: 4.3" with 960 x 540 & 256 ppi
Browser: Chrome for Android (Chrome 18)
OS: Google Android 4.0

Samsung Galaxy Note II
Screen: 5.5" with 720 x 1280 & 276 ppi
Browser: Android Webkit
OS: Google Android 4.1 (modified)

Apple iPad Mini
Screen: 7.9" with 768 x 1024 pixels and 163 ppi
Browser: Apple Safari 6
OS: iOS 6

Dell XPS 12
Screen: 12.5" with 1920 x 1080 pixels and 163 ppi
Browser: Internet Explorer 10
OS: Microsoft Windows 8 RT
SMARTPHONE

- Palm Pre: 3.1"
- iPhone 3GS: 3.5"
- HTC Nexus One: 3.7"
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

<table>
<thead>
<tr>
<th>Company</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>46%</td>
</tr>
<tr>
<td>Samsung</td>
<td>15%</td>
</tr>
<tr>
<td>Amazon</td>
<td>11%</td>
</tr>
</tbody>
</table>

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

MOBILE

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

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

MOBILE

25M 2012 shipments of 5+ inch phones

60M 2013 shipments of 5+ inch phones

Source: http://www.livdigital.co.za/smartphone-year-2013/
Samsung Galaxy Note II
Huawei Ascend Mate
Asus FonePad

5.5”
6.1”
7.0”
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.
Asus FonePad

7.0”

Huawei Ascend Mate

Samsung Galaxy Note 8

8.0”
TABLET

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

9.7”

10.1”
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

LAPTOP

Apple Macbook Air

11”

Apple Macbook Air

13”

Apple Macbook Pro

15”
Where do you draw the line?
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”
Device Models

SMARTPHONE

SMALL 3” 16%
MEDIUM 5” 69%
PHABLETS 7” 2%
SMALL 9” 6%
TABLET FULL SIZE 11” 7%

The diagram illustrates the distribution of active users across different device categories: smartphones, phablets, tablets, and full-size tablets. The sizes and their corresponding active user percentages are as follows:

- **Smartphone** (3”): 7%
- **Medium** (5”): 72%
- **Phablet** (7”): 3%
- **Small Tablet** (9”): 5%
- **Full Size Tablet** (11”): 13%

75% smartphones shipped at end of 2012

15% smartphones shipped at end of 2012

5.5% of online 2012 shopping

18% mobile browser activity

3% downloads of Adobe digital magazines

18.7% of online 2012 shopping

67% mobile browser activity

97% downloads of Adobe digital magazines

SMARTPHONE

TABLET

HTC Windows Phone 8S

Google Nexus 7

Apple iPad
LAPTOP

Lenovo IdeaTab Lynx

Lenovo ThinkPad Twist

11.6”

12.5”
Lenovo IdeaTab Lynx

Lenovo ThinkPad Twist

Lenovo IdeaPad Yoga
Dell XPS 12

12.5”
40M licenses sold Dec 2012

6% Surface share of Windows 8 devices

6% of notebook sales are hybrids

Source: http://zd.net/WJhY6C
Source: http://tcrn.ch/Vs5Zyt
Lenovo IdeaTab Lynx
11.6”

Lenovo ThinkPad Twist
12.5”

Lenovo IdeaPad Yoga
13.3”
Where do you draw the line? What’s a tablet?
<table>
<thead>
<tr>
<th>Device Type</th>
<th>Touch / Gestures</th>
<th>Cursor / Keyboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>Palm</td>
<td>Touch / Gestures</td>
</tr>
<tr>
<td>Tablet</td>
<td>Laptop</td>
<td>Cursor / Keyboard</td>
</tr>
<tr>
<td>Laptop</td>
<td>DESK (21” to 27”)</td>
<td></td>
</tr>
</tbody>
</table>

Dimension Guide:
- Smartphone: 3” to 5”
- Tablet: 7” to 13”
- Laptop: 13” to 17”
- Desktop: 19” to 27”

Design Firm: LUXE
Ideation + Design
DESKTOP

Sony Tap 20

20”
Will be bundled with Asus computers.

Source: http://live.leapmotion.com/about.html
Air View
HTC Nexus One

Samsung Captivate

Motorola Droid Razr

Trackball (cursor)  Keyboard  Keyboard  Trackpad (cursor)

3.7”  4.0”  4.3”
**SMARTPHONE**

- **Apple iPhone 5**
  - 4.0"
  - 326 ppi

**TABLET**

- **Apple iPad**
  - 9.7"
  - 297 ppi
Apple iPad

9.7”

LAPTOP

Apple Macbook Pro Retina

15”

220 ppi
Super-wide FULL HD Screen

5-inch display with 441ppi and 1920x1080
MULTI-DEVICE DESIGN

1. Support a Continuum of Screens
2. Account for High Resolution
3. Optimize for Touch
4. Support Cursor & Keyboard
What can we cut out?

Limited content/features

What can we cut out?
DESIGN & BUILD MOBILE FIRST

SMARTPHONE

TABLET

LAPTOP

DESKTOP

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?

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
THANKS

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