

Getting Started With jQuery Mobile – *Maximiliano Firtman*

Before reading this article, I had never heard of jQuery Mobile. Though it uses jQuery's core, it is simply just a UI framework. It was released to help designers create mobile experiences that are easy to build and customize. I was surprised to read that a user interface is defined using only HTML5 code – no JavaScript and/or jQuery.

What really excited me was that every mobile device supports jQuery Mobile. That resolves the implementation issues I usually encounter when trying to code sites. The most useful features of jQuery Mobile include its customizability, its support for accessibility issues and its optimization for touch devices.

After looking at the code, I was pleasantly surprised that it was all familiar. What's going to take some getting used to are the custom data attributes. Everything is done within <div> elements, which I just got over doing by using the new HTML5 <header> and <footer> tags. I think the trickiest part of this framework will be customizing it to my expectations.

The Core Model: Designing Inside Out for Better Results – *Ida Aalen*

This reading brought up a very good point I've never thought of before; very few users actually meet their goals right on the homepage of a website. I can't think of a time I visited a webpage without navigating elsewhere. Are Halland tried to solve this design issue by introducing the "core model". The idea is to design from the inside out – putting the main focus on the tasks users need to accomplish.

To implement the core model correctly, the business objectives as well as all user tasks need to be clear. When these goals are clearly mapped out, the *core* of the site becomes easier to implement. Personally I think the core model will work best for big businesses or large ecommerce sites. The benefits are evident and I can see how utilizing such a model can lead to focused and well thought-out sites. Despite the pros, I don't see myself using it because I prefer to sketch out wire frames and make decisions via early design. I think the core model is something I would consider implementing in the future as my projects become larger and more user intensive.

How to Create Successful Mobile Experiences – *Alex Asianov*

This article discussed how identifying the "who, what, why, when, where and how" of a mobile site is the key to success.

Recognizing who the target audience of a site will be allows the developer to take age, gender etc. into consideration when making key design choices. Deciding what a user needs easy access to leads to which content is most vital. Discovering why a user is using a mobile site will often fulfill the "what" question – in other words, meet the visitor's needs.

Ashley Kelly
Reading Assignment Three

The designer should also consider when and where the user will be accessing the app. Identifying when the user will be most engaged with the site allows the developer to create an optimal user experience.

Once all of the above is identified, the designer can consider the “how”. In my opinion, this seems to be the trickiest factor. Trying to effectively reach out to an audience can often be the hardest part when implementing a site. However, if the who, what, why, when and where were effectively established, a direct solution to the “how” should be the outcome.